Evaluation in SNAP-Ed

WHY, HOW & WHEN?
What is program evaluation?
Here is our new simplified logic model

Give us $ \rightarrow \text{We all WIN}
Review the monitoring data? Why bother? We’re going fine.

REMEMBER M&E INFORMATION IS USEFUL ONLY IF IT IS USED!
Is evaluation all the same?

Monitoring: What has been invested, done and produced, and how are we supporting partners to achieve the objectives?

Evaluation and review: What progress has the project made towards achieving its objectives?

Impact assessment: What long-term, sustainable changes have occurred and how did our interventions contribute to these?
SNAP-ED EVALUATION FRAMEWORK
Nutrition, Physical Activity, and Obesity Prevention Indicators

INDIVIDUAL
GOALS AND INTENTIONS
ST1: Healthy Eating
ST2: Food Resource Management
ST3: Physical Activity and Reduced Sedentary Behavior
ST4: Food Safety

BEHAVIORAL CHANGES
INT1: Healthy Eating
INT2: Food Resource Management
INT3: Physical Activity and Reduced Sedentary Behavior
INT4: Food Safety

MAINTENANCE OF BEHAVIORAL CHANGES
IN1: Healthy Eating
IN2: Food Resource Management
IN3: Physical Activity and Reduced Sedentary Behavior
IN4: Food Safety

ENVIRONMENTAL SETTINGS
ORGANIZATIONAL MOTIVATORS
ST5: Need and Readiness
ST6: Champions
ST7: Partnerships

ORGANIZATIONAL ADOPTION AND PROMOTION
INT5: Nutrition Supports
INT6: Physical Activity and Reduced Sedentary Behavior Supports

ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS
IN5: Nutrition Supports Implementation
IN6: Physical Activity Supports Implementation
IN7: Program Recognition
IN8: Media Coverage
IN9: Leveraged Resources
IN10: Financial Sustainability
IN11: Unexpected Benefits

SECTORS OF INFLUENCE
MULTI-SECTOR CAPACITY
ST8: Multi-Sector Partnerships and Planning

MULTI-SECTOR CHANGES
INT7: Government Policies
INT8: Agriculture
INT9: Education Policies
INT10: Community Organized Safety
INT11: Health Care
INT12: Community Linkages
INT13: Social Marketing
INT14: Media Practices

MULTI-SECTOR IMPACTS
IN12: Food Systems
IN13: Government Investments
IN14: Agriculture Sales and Markets
IN15: Educational Attainment
IN16: Shared Use Streets and Bike Infrastructure
IN17: Health Care Cost Savings
IN18: Commercial Marketing of Healthy Foods and Beverages
IN19: Community Wide Recognition Programs

POPULATION RESULTS (R):
TRENDS AND REDUCTION IN DISPARITIES
R1: Overall Diet Quality
R2: Fruits & Vegetables
R3: Whole Grains
R4: Dairy
R5: Beverages
R6: Food Security
R7: Physical Activity and Reduced Sedentary Behavior
R8: Breastfeeding
R9: Healthy Weight
R10: Family Meals
R11: Quality of Life

CHANGES IN SOCIETAL NORMS AND VALUES
APRIL 2019
Choose Indicators

Learn to measure Indicators

Find Tools that measure Indicators

Browse the Evaluation Framework indicators listed below.

Read the Interpretive Guide to get all of the details.

Search the SNAP-Ed Library for matching evaluation tools.
Questions?

You can learn more about the SNAP-Ed Evaluation Framework and evaluation tools.

https://snapedtoolkit.org/