Evaluation Frameworks Designed to Measure Public Health Impact:
Applying the RE-AIM Framework to Evaluation of Policy, System, and Environmental Changes in California SNAP-Ed

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Overview

- Describe the RE-AIM framework
- Review the application of the RE-AIM framework to evaluation of SNAP-Ed community approaches in California
Which school-based program is better?

Program A
• On average, vegetable consumption increased among students by 1 cup per day over 6-month period

Program B
• On average, vegetable consumption increased among students by 1/3 of a cup per day over 6-month period
Which school-based program is better?

• Program A: 1 cup per day
  • Complicated w/ many requirements - only 10% of schools invited to participate agreed – total 5 schools
  • Intensive intervention reached 70 students per school
  • Not implemented beyond study period
    » 350 cups

• Program B: 1/3 cup per day
  • Straight-forward intervention - 50% of schools invited to participate agreed – total 25 schools
  • Not intensive, reached 200 students per school
  • Continued into next school year
    » 1,650 cups
What is evaluation?

- Systematic process to learn about strengths and weaknesses of programs and practices
- Part of a continuous cycle to improve interventions
- Needed for effective program management and accountability

What are features of a good evaluation?

• Planned as early as possible
• Provides practical and timely information useful for decision making
• Produces outcome data that are tied closely to the program

What is RE-AIM?

A framework designed to enhance the quality, speed, and public health impact of efforts to translate research into practice

www.re-aim.org

www.centertrt.org
Most health behavior research is focused on effectiveness.

Other important factors:
- Adoption
- Reach
- Implementation
- Maintenance

RE-AIM provides a method to assess the potential or actual public health impact.
Applying the RE-AIM Framework to Evaluation of Policy, System, and Environmental Changes in California SNAP-Ed
Policy Change

A written statement of an organizational position, decision, or course of action

• Joint use agreement
Unwritten, ongoing, organizational decisions or changes that result in new activities reaching large proportions of people the organization serves

- Food policy council creates a farm to fork system linking local farmers and markets
Environmental Change

Changes to physical, economic, social environments

- Walking trails
- Lower prices for healthy items
- Shaping attitudes among teachers about time allotted for physical activity breaks
Work on PSE change allowable in SNAP-Ed under Healthy Hunger Free Kids Act
Characteristics of a good PSE project

- Community engagement
- Responsive to community needs
- Collaboration with other agencies
- Clearly identified expected outcomes
- Measurable changes in the food environment
- Sustainable changes
- Behavior changes
RE-AIM helps in understanding whether PSE changes are working

- Reaching intended population?
- Successfully changing environments and systems or adopting/improving policies?
- PSE change initiatives supported by nutrition and physical activity education, social marketing, training, community involvement?
- Evidence of sustainability of PSE changes?
<table>
<thead>
<tr>
<th>Healthy retail</th>
<th>Farm to school/fork</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community/school gardens</td>
<td>Safe Routes to School/Active transport</td>
</tr>
<tr>
<td>School wellness policies</td>
<td>Early childcare and education</td>
</tr>
<tr>
<td>Healthy food and beverage standards</td>
<td>Structured physical activity</td>
</tr>
<tr>
<td>Farmers’ markets</td>
<td>Restaurants/mobile vending</td>
</tr>
<tr>
<td>Worksite wellness</td>
<td>Joint use agreements</td>
</tr>
</tbody>
</table>

Find it online:
# PSE Evaluation Tools

<table>
<thead>
<tr>
<th>Resource</th>
<th>Purpose</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator summary sheets</td>
<td>• One for each NEOPB priority strategy</td>
<td><a href="http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx">http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx</a></td>
</tr>
<tr>
<td>Evaluation plan template</td>
<td>• Tool for LHDs to plan and organize their evaluation</td>
<td><a href="http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx">http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx</a></td>
</tr>
<tr>
<td>Microsoft Access report and instructions</td>
<td>• Strategy-specific form for LHDs to report on core indicators</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Produces summary tables for each PSE for LHDs to use</td>
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</tbody>
</table>
Aligned with the Western Region’s SNAP-Ed Evaluation Framework

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PSE Evaluation Reports: School Wellness

- The number of children reached at schools
- The number and types of organizational task forces involved
- Changes adopted
  - Environmental
    - Improvements in layout or display of food
    - School gardens
  - Procurement
    - Increased availability of fruits and vegetables
  - Food preparation
    - Training on healthy cooking techniques
- Components associated with PSE change - Implementation
  - Evidence-based nutrition education
  - Marketing
  - Parent/community involvement
  - Staff training
<table>
<thead>
<tr>
<th>NEOPB PSE Strategy</th>
<th>Eat</th>
<th>Live</th>
<th>Learn</th>
<th>Work</th>
<th>Play</th>
<th>Shop</th>
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</thead>
<tbody>
<tr>
<td>Early Childcare</td>
<td></td>
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<td>55 schools/ childcare centers</td>
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<tr>
<td>School Wellness Policies</td>
<td></td>
<td></td>
<td>29 schools</td>
<td>23 district offices</td>
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<tr>
<td>School Wellness Policy- Water Stations</td>
<td></td>
<td></td>
<td>1 city</td>
<td>23 schools</td>
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<tr>
<td>Farm to School</td>
<td></td>
<td></td>
<td>9 district offices</td>
<td></td>
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<tr>
<td>Joint Use Agreements</td>
<td></td>
<td></td>
<td>1 school</td>
<td></td>
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<tr>
<td>Healthy Retail</td>
<td></td>
<td></td>
<td>70 stores</td>
<td></td>
<td></td>
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<tr>
<td>Restaurant and Mobile Vending</td>
<td>2 vendors</td>
<td></td>
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<tr>
<td>Structured Physical Activity</td>
<td></td>
<td></td>
<td>1 public housing</td>
<td>2 schools</td>
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<td>Community/School Gardens</td>
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<td></td>
<td>1 rehab center</td>
<td>25 schools</td>
<td>1 park</td>
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<td>Worksite</td>
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<td>52 worksites</td>
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<tr>
<td>Safe Routes to Schools</td>
<td>2 neighborhoods</td>
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<td>14 schools</td>
<td></td>
<td>3 parks/public land</td>
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<tr>
<td>Farmers' Markets</td>
<td>2 neighborhoods</td>
<td>1 city</td>
<td>14 schools</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 community center</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Healthy Food and Beverage Standards</td>
<td>5 emergency food</td>
<td>28 churches</td>
<td>1 school</td>
<td></td>
<td>1 park</td>
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*These data reflect preliminary results*
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