

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



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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



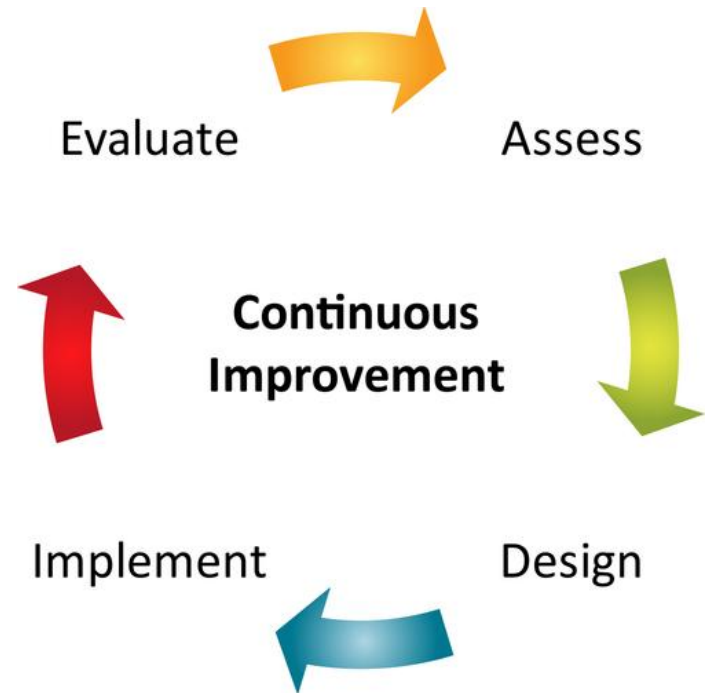
- Program B: 1/3 cup per day

- 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



Source: SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States (July 2013) <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>



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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

Source: SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States (July 2013) <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>



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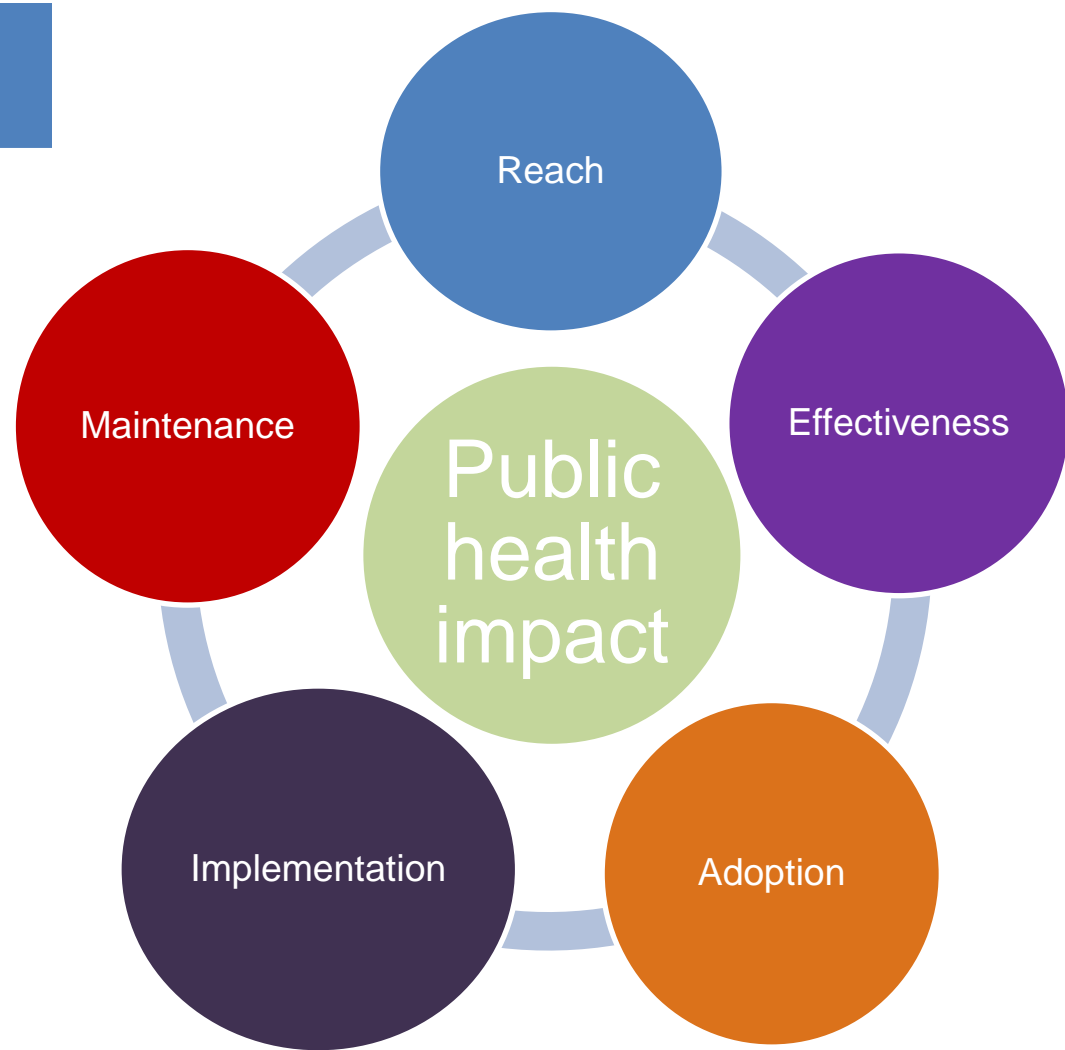
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What is RE-AIM?

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



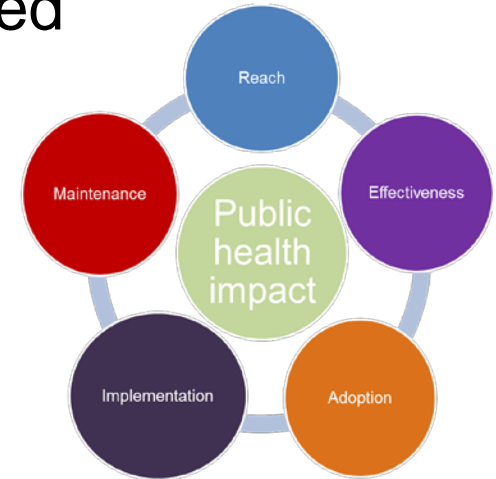
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How is RE-AIM useful for evaluation?

- 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



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Policy Change

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

- Joint use agreement



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Systems Change

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



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Environmental Change

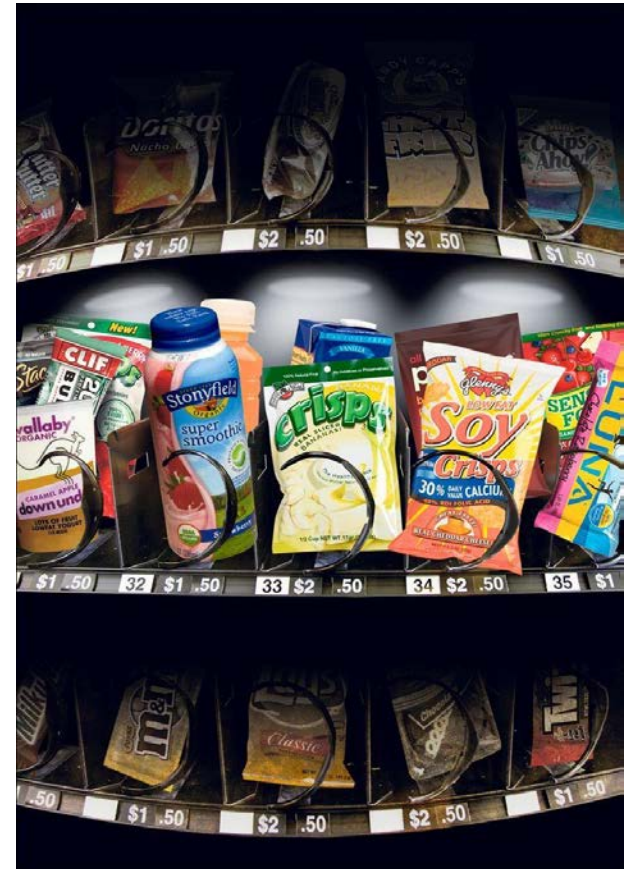
Changes to physical, economic, social environments

- Walking trails
- Lower prices for healthy items
- Shaping attitudes among teachers about time allotted for physical activity breaks



PSE Change in SNAP-Ed

Work on PSE change allowable in SNAP-Ed under Healthy Hunger Free Kids Act



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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



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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?



Community-based PSE Strategies - FFY 2015

Healthy retail	Farm to school/fork
Community/school gardens	Safe Routes to School/Active transport
School wellness policies	Early childcare and education
Healthy food and beverage standards	Structured physical activity
Farmers' markets	Restaurants/mobile vending
Worksite wellness	Joint use agreements

Find it online:

<http://www.cdph.ca.gov/programs/cpns/Documents/RE-AIMPriorityPSEStrategies.pdf>



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PSE Evaluation Tools

Resource	Purpose
Indicator summary sheets	<ul style="list-style-type: none">• One for each NEOPB priority strategy• Core indicators are collected by local health departments (LHDs) <p>http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx</p>
Evaluation plan template	<ul style="list-style-type: none">• Tool for LHDs to plan and organize their evaluation• Indicators to be measured and methods <p>http://www.cdph.ca.gov/programs/cpns/Pages/PSEEvaluationRE-AIM.aspx</p>
Microsoft Access report and instructions	<ul style="list-style-type: none">• Strategy-specific form for LHDs to report on core indicators• Produces summary tables for each PSE for LHDs to use

Aligned with the Western Region's SNAP-Ed Evaluation Framework

Find it online

<http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>



Western Region's SNAP-Ed Evaluation Framework: Nutrition, Physical Activity, and Obesity Prevention Outcomes

**Supplemental Nutrition Assistance Program Education
Western Region
Food and Nutrition Service
April 2014**



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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



Where did LHDs work in 2014?

NEOPB PSE Strategy	 Eat	 Live	 Learn	 Work	 Play	 Shop
Early Childcare			55 schools/ childcare centers			
School Wellness Policies			29 schools 23 district offices			
School Wellness Policy- Water Stations		1 city	23 schools			
Farm to School			9 district offices			
Joint Use Agreements			1 school			
Healthy Retail						70 stores
Restaurant and Mobile Vending	2 vendors					
Structured Physical Activity		1 public housing 5 churches	2 schools			
Community/School Gardens		1 rehab center 4 apt complexes 18 churches 12 community sites 4 community centers	25 schools		1 park	
Worksite				52 worksites		
Safe Routes to Schools		2 neighborhoods 1 city 1 community center	14 schools		3 parks/ public land	
Farmers' Markets						16 markets 4 produce stands 1 business facility 1 public land
Healthy Food and Beverage Standards <i>These data reflect preliminary results</i>	5 emergency food	28 churches 2 community centers 4 community-based organizations 3 WIC programs 2 cities	1 school		1 park	1 store



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For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.



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