FFY 2022 PSE Process Evaluation Measures - Access to Healthy Foods

Process evaluation is used to assess whether a project is on track, and offers an opportunity to learn if a project should continue as planned or if adjustments should be made. Process evaluation is most useful when it is conducted throughout the course of a project. Process measures should answer the following questions, which are adapted from the Integrated Health Promotion Resource Kit:

- Are all planned activities being implemented?
- Are all materials and components of the program of good quality and useful?
- Is the program reaching the target audience or interest group?
- Are participants satisfied with the program?

**Need help identifying the right process measures?**
The process measures included in this document are not exhaustive or all-encompassing, and some measures may not work for a project. Please reach out to the SNAP-Ed evaluation team with an evaluation request form for help finding measures for a specific project.

Access to Healthy Foods Process Measures

**Working in a school?**
- Document the presence of a school wellness committee.
  - Number of members serving on wellness committee.
  - Number of meetings the wellness committee holds each year.
  - Policies/changes implemented by school wellness committee and what they support.
- Number of students participating in school meals.
- Number of working water access points throughout school.
- Number of vending machines/food purchasing points besides cafeteria throughout school.
- Number of school staff trained on nutrition/wellness.
- Short survey of teachers/educators about different wellness activities used in the classroom.
- If you’re doing a food tasting or demo, enter these as Indirect Activities in PEARS. See p. 31-32 in the Evaluation Guidance for more directions.

**Working in a food bank or mobile pantry?**
- Track food bank participation (number of clients accessing the food bank each month).
  - If possible, track repeat clients vs. unique.
- If you’re doing a food tasting or demo, enter these as Indirect Activities in PEARS. See p. 31-32 in the Evaluation Guidance for more directions.
Working in retail?
- Count of users by counting people accessing retail outlet in set time periods.
- Number of daily/weekly/monthly transactions (this is sensitive information – depending on the relationship with the store owner, it may or may not be available).
- Installation or purchase of new equipment, such as shelving, signage, refrigeration, etc.
- Count new environmental changes or policies implemented and what they support.
- List of community members involved in projects and planning (if applicable).
- If you’re doing a food tasting or demo, enter these as Indirect Activities in PEARS. See p. 31-32 in the Evaluation Guidance for more directions.

Working on improved transit or physical access to healthy food outlets?

Working on breastfeeding friendly environments?
- List of members involved in projects and planning, and their roles.
- Count new policies or environmental changes to support breastfeeding.
- Installation or purchase of new equipment to support breastfeeding.
- Number of lactation rooms (or establishment of lactation rooms/dedicated spaces to breastfeed/pump).

Working in childcare?
- Number of participants based on childcare attendance logs.
- Number of working water access points throughout childcare center (or availability of water at a home childcare site).
- Number of trainings held on nutrition or wellness policies and attendance of those trainings.
- Number of staff trained on nutrition/wellness.
- Short survey of staff about different wellness activities used.
- Installation or purchase of new equipment to support consumption of healthy foods and beverages.
- Count new policies or environmental changes implemented and what they support.

This material was funded by USDA, Food and Nutrition Service.

This institution is an equal opportunity provider.
To request this document in another format, call 1-800-841-1410. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email SNAPEdEvaluation@doh.wa.gov.

Updated January 2022