FFY 2022 PSE Process Evaluation Measures

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PSE Process Evaluation Measures

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.

Farm to Community Process Measures

Working in a farmers market?
- Count attendance at the FM.
- Count attendees redeeming EBT benefits at markets.
- Track total EBT and SNAP Market Match sales.
- 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 a gleaning project?
- Track volunteer hours and attendance.
- List of partner farms and producers.
- Track pounds of produce gleaned and where it was gathered from.
- Track where produce is donated and how much is delivered to each site.

Working on Farm to Food Bank?
- List partner farms and producers, and track pounds of produce received from each.
- Track how much produce is donated, how much produce is purchased, and costs of purchase.
- Track pounds of produce taken by clients (in client-choice model) or distributed in general.
- Track staff and volunteer time spent on intake and processing of donations/purchases from farms.
- 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 community garden?
- Track volunteer hours and attendance.
  - If possible, track volunteer demographics – age, association to community garden (e.g. live in neighborhood, master gardener, student at the school).
• Track purchased and donated supplies.
• Count types and pounds of produce grown.
• Track where produce is distributed and how much goes to each site or individual.

Working on Farm and Sea to School?
• List partner farms and producers, and track pounds of produce received from each.
• Count any new Farm and Sea to School policies adopted by the school or district, and what they support.
• Track costs of produce purchases.
• Track how produce is used in school meals.
• Track how much produce is used in school meals.
  o Which items are used most? Which items are harder to use?
  o Which items do students choose and eat? Which items do they not eat or show more skepticism for?
• 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.

Access to Healthy Foods Process Measures

Working in a school?
• Document the presence of a school wellness committee.
  o Number of members serving on wellness committee.
  o Number of meetings the wellness committee holds each year.
  o 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).
  o 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?
See ‘Physical Activity’ section.

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.

Physical Activity Process Measures

Working on community spaces for physical activity (including rural communities)?
- Count of users by:
  - Counting logs of visitors for spaces like gyms, pools, recreation centers.
  - Counting people using a space in set time periods, like people on a walking/bike trail, kids on a playground.
- Number of miles of shared-use paths and bike lines.
- Number of or square footage of green space/outdoor activity space in a set area (e.g., a designated neighborhood, within 2 miles of a particular central point).
  - Alternatively, number of indoor activity spaces in a set area.
- Number of shared-use agreements (SUAs) in place.
- List of community members involved in projects and planning.
- Installation or purchase of new equipment, such as bike racks, gym equipment, etc..

Working in schools?
- Count new policies implemented and what they support.
- Short survey of teachers/educators about different wellness activities used in the classroom.
- Count of children who walk or bike to school.
- List of who is working on policies and their roles in the community – educators, parents, district representatives, students, etc.
- Number of trainings held on wellness policies activities and attendance of those trainings.
Working to improve workplace wellness policies or activities?
- Count of new policies implemented and what they support.
- Count of individuals who participate in workplace wellness activities.
- List of wellness supports at workplaces. Some examples may include: providing maps of walking paths near an office, use of stretch breaks in meetings, etc.

Working on street safety or pedestrian/bike safety?
- Number of miles of shared-use paths and bike lanes.
- Number of pedestrian crossings and bike lanes.
- Number of meetings held with community and local government.

Hosting community Physical Activity events?
- Communication channels and outputs to build awareness of the events. This may include:
  - Number of flyers distributed around the community.
  - Number of social media posts advertising events (include interaction with posts and analytics if possible).
  - Number of ads in various channels (radio/newspaper/etc.) advertising event (include reach of these channels if available).
- Number of people attending or participating in physical activity events.