UNDERSTAND EVALUATION

WHY IS EVALUATION IMPORTANT?

Evaluation tools provide important feedback on whether a nutrition lesson has been implemented as designed and achieved the stated goals. Effective evaluation tools can:

- ◆ Measure participant knowledge and behavior change
- ◆ Determine educator and lesson effectiveness
- ◆ Improve lesson quality
- ◆ Justify funding for nutrition education programs

WHAT DO EVALUATION TOOLS MEASURE?

There are two main types of evaluation for nutrition education, outcome and process.

OUTCOME

EVALUATION MEASURES PARTICIPANTS

How well does the lesson change the audience's knowledge and behavior? *Questions might include:*

1. How often do you typically eat green salad?
    a. Not at all
    b. Once a week
    c. More than once a week
    d. Once a day
    e. More than once a day

Examples
- University of Massachusetts-Amherst Nutrition Quizzes: goo.gl/upudpU
- Cooking Matters for Adults Participant Survey: goo.gl/dWDGgb.
- Purdue 3rd-5th Grade EFNEP Pre-Post Survey: goo.gl/6werwe.

PROCESS

EVALUATION MEASURES INSTRUCTORS/LESSONS

Was the lesson conducted as planned? *Questions might include:*

1. Did the audience represent the target audience?
    ☐ Yes   ☐ No
2. Did the lesson meet the stated objectives?
    ☐ Yes   ☐ No
3. Did at least half of enrollees attend?
    ☐ Yes   ☐ No
4. Was educator prepared and engaged?
    ☐ Yes   ☐ No
5. What factors helped or hindered the effectiveness of the lesson?
    _____

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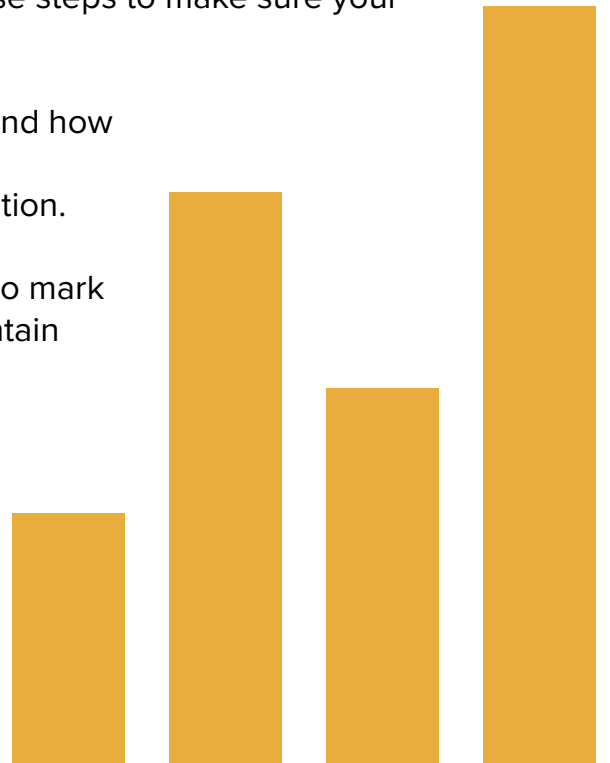## WHAT IS YOUR EVALUATION TOOL?

When choosing an evaluation tool, start with the one provided by your organization or work with your organization to select an acceptable tool from the reliable sources listed below:

- **DC HEALTH Nutrition Educator Guide - Appendix H**
- SNAP-Ed Evaluation Framework: snapedtoolkit.org/framework/index
- University of California-Davis Food Behavior Checklists: goo.gl/sgvk3K
- California Department of Health Compendium of Surveys: goo.gl/MWevm8

STEPS FOR EFFECTIVE EVALUATION

Once you have chosen your evaluation tool, follow these steps to make sure your evaluation is successful.

1. Determine who will need the evaluation results and how the results will be reported.
2. Decide when in the lesson to conduct the evaluation. Before, after, or both?
3. Check with your organization to determine how to mark pre and post surveys for comparison and to maintain responders' privacy.
4. Provide ample time to explain, have participants complete, and to collect the evaluation tool.
5. Before distributing the evaluation tool, explain its purpose, how long it will take, steps to protect privacy, and how data will be used.
6. After distributing surveys to students, read instructions aloud to the whole class. You may also want to read aloud each question.
7. Help anyone struggling with the evaluation.
8. As the evaluation tool is collected, check it for completeness.

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