

Health Bucks Evaluation Toolkit



April, 2012

Health Bucks Evaluation Tool Kit

Table of Contents

<u>ABOUT THE HEALTH BUCKS EVALUATION TOOL KIT</u>	<u>1</u>
PURPOSE OF THE HEALTH BUCKS EVALUATION TOOL KIT	1
HOW TO USE THE HEALTH BUCKS EVALUATION TOOL KIT	1
PREFERRED CITATION	2
<u>CHECKLIST OF BASIC EVALUATION STEPS</u>	<u>3</u>
STEP 1: ENGAGE STAKEHOLDERS	3
STEP 2: DESCRIBE THE PROGRAM	4
STEP 3: FOCUS EVALUATION DESIGN	6
STEP 4: GATHER CREDIBLE EVIDENCE	7
STEP 5: JUSTIFY YOUR CONCLUSIONS	8
STEP 6: SHARE LESSONS LEARNED	9
<u>SUMMARY OF HEALTH BUCKS PROGRAM EVALUATION</u>	<u>10</u>
PROCESS EVALUATION	10
OUTCOME EVALUATION	11
KEY STANDARDS FOR EFFECTIVE EVALUATION	12
FINDINGS	12
<u>PROGRAM EVALUATION: TECHNIQUES AND TOOLS</u>	<u>13</u>
RESPONDENT GROUPS	13
DATA COLLECTION METHODS	14
SECONDARY DATA SOURCES	17
HEALTH BUCKS EVALUATION TOOLS	18
<u>DISSEMINATION OF FINDINGS: HOW TO SHARE RESULTS</u>	<u>20</u>
WHY DISSEMINATE?	20
HOW AND WHAT TO DISSEMINATE	20
CONSIDER YOUR AUDIENCE	21
WHEN TO DISSEMINATE	22
DISSEMINATION MATERIALS	24

About the Health Bucks Evaluation Tool Kit

Purpose of the Health Bucks Evaluation Tool Kit

This tool kit was created to assist farmers' market incentive programs in designing and implementing evaluations. The provided tools can be adapted for incentive programs of various sizes, and can be scaled to guide both small and large evaluations. This tool kit uses the New York City Health Bucks program as an example, providing evaluation tools, sample evaluation questions, and recommendations/lessons learned.

In response to the growing prevalence of obesity in the United States, the Division of Nutrition, Physical Activity, and Obesity (DNPAO) at the Centers for Disease Control and Prevention (CDC) is working to reduce obesity and its related health conditions via a multi-pronged approach including active identification of promising local programs and policies designed to prevent obesity. Priority is being given to those programs and policies targeting improved eating habits and physical activity levels in low-income communities (CDC 2009).

In keeping with this broad set of objectives, the CDC contracted with Abt Associates Inc. in 2009 to perform an evaluation of the NYC Health Bucks Program. The New York City Health Bucks program distributes coupons good for the purchase of fresh fruits and vegetables at farmers' markets to Food Stamp/ Supplemental Nutrition Assistance Programs (SNAP) participants and other low-income residents of underserved New York City neighborhoods. During the final stage of the NYC Health Bucks evaluation, findings from this evaluation were used to develop a how-to-manual/tool kit that provides practical guidelines on program evaluation.

For more information on the New York City Health Bucks program, visit the Center of Excellence for Training and Research Translation [website](#).

How to Use the Health Bucks Evaluation Tool Kit

This tool kit provides a step-by-step guide to conducting a sound evaluation, with a particular focus on evaluation of farmers' market incentive programs. The first section, "**Checklist of Basic Evaluation Steps**," serves as an introduction to evaluation and presents a framework for evaluating incentive programs. Section two provides a "**Summary of the Health Bucks Program Evaluation**," and focuses specifically on the Health Bucks program and details process and outcome evaluation measures. The third section, "**Program Evaluation: Techniques and Tools**," outlines best practices for data collection, and includes a library of tools used in the Health Bucks evaluation such as sample surveys, interview guides, and consent protocols. The fourth and final section, "**Dissemination of Findings: How to Share Results**," describes general dissemination guidelines and details lessons learned¹ for program evaluation implementation.

¹ A list of web addresses for links supplied in this document can be found on **page 26**.

Preferred Citation

All materials in this tool kit are available for public use with appropriate citation:

L Olsho, Baronberg S, Y Abel, C Austin, C Booker, J Greece, J Levin, L Staub-DeLong, DK Walker, Abrami A, Holloway K, Jernigan J, Payne G . “Health Bucks Evaluation Tool Kit,” CDC , 2012.

Web Addresses

Page 1

New York City Health Bucks program, Center of Excellence for Training and Research Translation website at <http://www.center-trt.org/index.cfm?fa=opinterventions.intervention&intervention=healthbucks&page=overview>

Page 5

CDC's Healthier Workplace Initiative Logic Model page at http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/logic_model.htm

Page 10

Health Bucks program at <http://www.center-trt.org/index.cfm?fa=opinterventions.intervention&intervention=healthbucks&page=overview>

CDC Framework for Program Evaluation for Public Health at <http://www.cdc.gov/mmwr/pdf/rr/rr4811.pdf>

Page 13

New York City Community Health Survey at <http://www.nyc.gov/html/doh/html/survey/survey.shtml>

Page 17

Community Health Survey website at <http://www.nyc.gov/html/doh/html/survey/survey.shtml>

Page 24

Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation, & National Center for Infectious Diseases, Division of Bacterial and Mycotic Diseases. Introduction to program evaluation for public health programs: Evaluating appropriate antibiotic use programs. Atlanta, GA: Centers for Disease Control and Prevention, 2006. <http://www.cdc.gov/getsmart/program-planner/Step6.pdf>

Centers for Disease Control and Prevention. Disseminating Program Achievements and Evaluation Findings to Garner Support. *Evaluation Briefs*. Feb. 2009. Web at <http://www.cdc.gov/healthyouth/evaluation/pdf/brief9.pdf>.

Checklist for Effective Dissemination at <http://www.cdc.gov/eval/standard.htm>