

**Evaluation Plan:**

**Purpose:** The purpose of this evaluation is to provide guidance to practitioners in determining the acceptability, extent of implementation, and effectiveness of statewide school nutrition standards. This evaluation plan is intended to be used in combination with the template posted to the Center TRT website that details the process of developing and implementing the West Virginia school nutrition standards. The evaluation focuses on gathering data from various stakeholders, how the state has implemented the policy, how fully the policy has been implemented at the local level, and the policy’s effect on the outcomes of improved quality of food, food marketing and dietary intake of students. The evaluation is a pre- and post-test design with no control group. Please note that this evaluation plan addresses policy implementation. A list of relevant evaluation questions, including questions focused on pre-policy enactment phases, is available in the Evaluation section of the Center TRT website. We suggest a variety of data collection tools which are listed below.

**Evaluation Questions:** This evaluation plan likely includes many more evaluation questions than will be feasible to answer. Similarly, it may include questions that are less important for your particular context or lack questions that should be prioritized for your context. Center TRT recommends working with your stakeholder group to prioritize the evaluation questions you will seek to answer.

**Design:** The evaluation is a pre- and post-test design with no comparison group.

**Data collection:** A variety of data collection tools are referenced throughout the evaluation plan. Some were developed by the Intervention Developer. These tools are asterisked throughout this evaluation plan. **Please note that the Center TRT has not reviewed these tools.** Additional tools that were not used by West Virginia are suggested; these tools will need to be created to apply to your context. These same tools also appear in the lower section of the Center TRT Logic Model.

**Process evaluation tools:**

- Training and meeting trackers
- School enrollment records
- Observational site visit data
- Monitoring of Accountability checklist\*
- Interview guide (for use with parents and students, re: policy acceptability; for use with key stakeholders re: perceived benefit of policy) and data collected
- Survey (for use with school administrators, food service directors, and school nurses) and data collected
- Budget

**Short-term (1-3 year) outcome evaluation tools:**

- Observational site visit data

- Monitoring of Accountability checklist\*
- Interview guide (for use with parents and students) and data collected
- Cafeteria sales data

Tools that are asterisked were used by West Virginia and are available for your use. These tools can be accessed on our website within [Evaluation Materials](#) section of the West Virginia Nutrition Standards intervention package.

Should you have questions about West Virginia’s monitoring and evaluation tools, please feel free to contact the intervention developers. Contact information for the developers is available [here](#).

### PROCESS EVALUATION

This section should address the reach of the intervention into the intended population; the adoption or uptake of the intervention by community setting; and the fidelity of implementation of the intervention components and core elements.

Evaluation Questions	Data to be Collected	Data Collection Method
<p><i>Adoption</i> To what extent did the local school systems adopt the statewide nutrition standards?</p>	<p>% of schools with revised nutrition-related policies and procedures</p>	<ul style="list-style-type: none"> <li>• Surveys with school administrators, food service directors, and school nurses</li> <li>• Monitoring of Accountability checklist*</li> </ul>
<p><i>Reach</i> What proportion of students was exposed to the statewide school nutrition standards?</p> <p>Are students reached by the policy representative of the entire student population or does the policy reach students at most risk?</p>	<p># of students attending schools with full implementation/total # of students public schools</p> <p>Demographics of students (e.g., income, race/ethnicity, etc.)</p>	<ul style="list-style-type: none"> <li>• Data from adoption evaluation question above</li> <li>• School enrollment records</li> <li>• Demographics of students reached/demographics of all students in state</li> </ul>
<p><b>Implementation – State level</b></p> <p>Were county-level School Nutrition Program Directors trained in policy implementation?</p>	<p>% of county-level School Nutrition Program Directors receiving training</p>	<ul style="list-style-type: none"> <li>• Training log (maintained by state coordinating office)</li> </ul>

<p>Were policy guidance memos distributed to all relevant county-level food service staff?</p>	<p>% of county food service staff that received policy guidance memos (from the state coordinating office)</p>	<ul style="list-style-type: none"> <li>• Survey with county food service directors</li> </ul>
<p>Did the state coordinating office publicize the policy to parents and students?</p>	<p>% of parents/students aware of the new policy</p>	<ul style="list-style-type: none"> <li>• Parent/student interviews</li> </ul>
<p>To what extent is the cost of the policy implementation worth the perceived benefit?</p>	<p>Perceived benefit of the policy Cost of policy implementation at state level</p>	<ul style="list-style-type: none"> <li>• Stakeholder interview(s)</li> <li>• Annual budget for relevant departments</li> </ul>
<p><b><i>Implementation- county/school level</i></b></p>		
<p>Did all schools have plans for implementation of nutrition standards?</p>	<p>% of schools possessing plans or procedures for implementation of nutrition standards</p>	<ul style="list-style-type: none"> <li>• Surveys with county food service directors</li> </ul>
<p>To what extent did schools fully implement school nutrition standards, including:</p> <ul style="list-style-type: none"> <li>• Nutrition content/portion size</li> <li>• Not using foods/beverages as reward</li> <li>• Prohibiting competitive food sales</li> <li>• Fundraiser/special event compliance with nutrition standards?</li> </ul>	<p>% of counties and % of schools fully implementing nutrition standards</p> <ul style="list-style-type: none"> <li>• Baseline</li> <li>• Follow-up (post-policy implementation)</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring of Accountability checklist*</li> <li>• Observational site visits</li> </ul>
<p>To what extent is the cost of the policy implementation worth the perceived benefit?</p>	<p>Perceived benefit of policy Cost of policy implementation at county/school level</p>	<ul style="list-style-type: none"> <li>• Stakeholder interview(s)</li> <li>• Annual school/county budgets</li> </ul>
<p>How feasible is the policy implementation at the school level?</p>	<p>School Administrator and county food service director feedback</p>	<ul style="list-style-type: none"> <li>• Surveys with school personnel</li> <li>• Surveys with county food service directors</li> </ul>
<p>How acceptable is the policy to stakeholders at schools?</p>	<p>% of parents/students and school</p>	

	personnel perceiving policy as positive change	<ul style="list-style-type: none"> <li>• Parent/student interviews</li> <li>• Surveys with school personnel</li> </ul>
<b>OUTCOME EVALUATION</b>		
This section should address the <u>effect</u> of the intervention on the intended short-term outcomes (those you can measure at the end of a one-to-two-year project period).		
<b>Evaluation Questions</b>	<b>Data to be Collected</b>	<b>Data Collection Method</b>
<b>Outcome 1: Improved nutritional quality of foods/beverages available in schools</b>		
Did the nutritional quality of foods and beverages available in schools improve after policy implementation?	% of foods available that align with nutrition content standards as outlined in the policy over time measured at: <ul style="list-style-type: none"> <li>• Baseline</li> <li>• Follow-up</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring of Accountability checklist*</li> <li>• Observational site visits</li> </ul>
<b>Outcome 2: Reduced marketing of unhealthy foods in schools</b>		
Did marketing of unhealthy foods and beverages in schools decrease as a result of the school nutrition standards policy?	# of foods being marketed through commercial logos and other marketing messages over time measured at: <ul style="list-style-type: none"> <li>• Baseline</li> <li>• Follow-up</li> </ul>	<ul style="list-style-type: none"> <li>• Observational site visits</li> <li>• Monitoring of Accountability checklist*</li> </ul>
<b>Outcome 3: Increased sales (to students) of foods/beverages aligning with statewide nutrition standards</b>		
Did more students purchase healthy foods and beverages at school after the school nutrition standards were implemented?	% change in sales of soda, vegetables, low or non-fat milk, and fruits <ul style="list-style-type: none"> <li>• Baseline</li> <li>• Follow-up</li> </ul>	<ul style="list-style-type: none"> <li>• Cafeteria sales data</li> <li>• Cafeteria production sheets</li> <li>• Observational site visits</li> </ul>
<b>Potential Unintended Consequences</b>		
<ul style="list-style-type: none"> <li>• Increased # of high school students leaving campus for lunch</li> <li>• Increased # of resulting automobile/pedestrian accidents</li> <li>• Increased # of students bringing lunch from home</li> </ul>		