Inputs
- Problem
  - High prevalence of childhood overweight & obesity
- Solutions
  - Science teacher & childhood obesity prevention experts
  - Strategies using social support & school-based programs for healthy eating & physical activity (PA)
  - Positive health behavior changes supported by theoretical models

Stakeholders/Politics
- School administration
- School wellness champion
- 7th grade subject-matter teachers
- Middle school students & families

Other
- Existing policies & programs
- Administrative structures & stability
- Material resources, such as computers

Formative Evaluation
- Describe the Program
- Focus the Evaluation Design

Activities
- Problem
  - School-wide promotion of health
  - Observational learning from peers and teachers
  - Student and family engagement
- Implementation
  - Recruit and train School Coordinator & School Team
  - Develop plan for lesson delivery
  - Implement Kick-Off Unit: (a) lesson delivery; (b) baseline data on health behaviors, fitness testing & BMI; (c) student action plans
  - Deliver core lessons & student activities
  - Collect follow-up health/fitness data

Process Evaluation
- Continuous Engagement of Stakeholders, Intended Users

Outputs
- Throughout process
  - # school-wide wellness activities
  - Peer recognition for positive health behavior changes and achievements
  - Family awareness of the importance of health & wellness

Outcome Evaluation
- Results or changes for individuals, groups, organizations, communities, or systems

Outcomes/Effectiveness
- Short Term
  - Environment
    - Increased knowledge & awareness of student wellness within school
  - Individual
    - Decreases in BMI z-scores & improvements in weight categories from pre- to post-MATCH implementation

Intermediate
- Social norms supporting healthy eating & PA
- Lower incidence of obesity & healthier weight trajectories*

Long Term
- Effective in achieving population-level health outcomes
- Equitable distribution of improvements across population subgroups, particularly those at greatest risk
- Cost-Effective in achieving improvements

Public Health Impact
- Maintenance
  - Continue MATCH implementation and engagement with students & families
  - Make relevant modifications based on lessons learned

Outputs
- Environment
  - Increased knowledge & awareness of student wellness within school
- Individual
  - Decreases in BMI z-scores & improvements in weight categories from pre- to post-MATCH implementation
- Public Health Impact
  - Effective in achieving population-level health outcomes
- Equitable distribution of improvements across population subgroups, particularly those at greatest risk
- Cost-Effective in achieving improvements

Unintended Consequences
*As compared to control group

Adoption
- # middle schools adopting MATCH/
  - Representativeness of students reached
- # middle schools targeted
- Representativeness of schools involved

Reach
- # 7th graders participating/
  - # 7th graders eligible
- Representativeness of students reached

Implementation
- # core lessons taught
- # student activities completed
- # student action plans developed
- Monitoring student self-assessments of health behavior changes

Maintenance/Modification
- Maintain program implementation
- Monitor delivery of lessons & activities
- Modify based on lessons learned

Outputs
- # school-wide wellness activities
- Peer recognition for positive health behavior changes and achievements
- Family awareness of the importance of health & wellness

Maintenance
- Continue MATCH implementation and engagement with students & families
- Make relevant modifications based on lessons learned

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