

Program-specific Evaluation Measures

Tip Sheet

This is a list of program measures that might help you manage and improve the interventions in your team's nutrition and physical activity plan. *Moving to the Future* does not recommend that you collect all of this information, nor does this list include everything that you might want to measure. The list is only intended to give you ideas on what data you might want to collect.

There are several ways to collect this program-specific data, including:

- Surveys
- Program materials (marketing materials, education materials, registration forms, evaluations, etc.)
- Pictures or videos
- News articles, flyers, or posters
- Meeting minutes
- Expense reports

Participants

How many people participated, enrolled, or were affected?
How many people are actively engaged?
What are the demographics of people in your program?
Is the program reaching the target audience?

Intervention

Are people satisfied with the intervention?
What do people like about the intervention and not like about the intervention?
What are the best features of the intervention?
How could the program be improved?
Is the time and location convenient?
Is the intervention progressing as planned?
Are the interventions starting and ending as planned?
Are the interventions designed to increase knowledge, change attitudes, give skills, change policy, or improve the environment?
How often were people exposed to the health message?
What proportion of the community is aware of our program?
What materials or services did participants receive?

Capacity

Are the personnel adequately trained?
Are staff people productive?
Is the right equipment available to staff and to participants?
What was the total cost? Were there adequate funds for the program?
What was the marketing strategy?
How many posters were distributed?

How many agencies were involved in implementing the program?
How many volunteer hours were used in planning and implementing the program?

Do not distribute