

Evaluation Plan: Evaluation Scope of Work

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Choose a Group Topic:

https://docs.google.com/spreadsheets/d/1GI_4X8GgTZSW-0Bt3hXGctBEMW4ZPYyC5fwUa8_haJM/edit?usp=sharing

The Evaluation Scope of Work describes the evaluation activities that will be conducted, including type of evaluation, matched intervention activities, number of surveys to collect, number of waves the data will be collected, data collection period, tracking measures and responsible party.

Each intervention objective and/or activity will require multiple evaluation measures depending on what is needed to show evidence of completion and/or change. When completing your SOW, be sure to establish a **clear connection** between intervention and evaluation activities.

Evaluation Type: The Evaluation Type determines whether your Evaluation Activity Plan will include process, impact, and/or outcome, or all three types of evaluation. Some types of data collection may be used for both process and outcome evaluation purposes.

Selection of the Evaluation Plan Type will help you answer the following questions:

- **How will you assess or document completion of the items in your SOW?**
- **How will you collect the data you need to show evidence that you assessed the items that you promised to?**
- **How will you show evidence of the outcomes of your work?**

Instructions:

Using the Intervention Scope of Work shared with you by the instructor, complete the table below. Please be sure to include at least 1 Process, Impact and Outcome Evaluation measure for each of the objectives given to you. Depending on the number of activities it is possible and expected to have multiple measures.

Scope of Work Template

Name your Project: Never Skip a Beat

Project Goal: To reduce the risk of developing heart disease among adults (20-35) living in Long Beach, CA

Project Objective: By December 2022, 20% of the participants will reduce their body fat content by 5%.

Evaluation Activity	Type of Data (Process, Impact or Outcome)	ID of Matched Activity from SOW	Number of Surveys to be collected?	Number of waves data will be collected	Data Collection Period(s)	Tracking Measure	Responsible Party
Create Powerpoint presentations on macronutrients (fats, carbohydrates, proteins, etc.), food labels, recommended portion sizes, and benefits of whole foods. Be sure that the presentation is understandable (proper health literacy) for the target population.	process evaluation	#1	1	1	11/31/21	PowerPoint presentations	Health educator, program evaluator, program staff
Create a pre-test and post-test to compare participant knowledge about different macronutrients, food labels, portion sizes, and whole foods at the beginning of the program	impact evaluation	#1	2	2	11/30/21, 12/30/22	Pre- and post-test results	Program evaluator, program staff

versus the end of the program.							
Starting every 8 weeks after the 8-week nutrition class, use a tracking sheet (such as Excel) to monitor changes in participant's diets.	outcome evaluation	#1	7	7	11/30/21 - 12/30/22	Excel tracking sheet	Evaluator, project staff
Create a 30-minute in-person and online exercise program taught by a fitness instructor.	process evaluation	#2	1	1	11/30/21	Online video source (e.g. Youtube)	Interns, fitness instructor in the video
Use a tracking sheet (such as Excel) to monitor participants exercise levels every 8 weeks until program completion.	outcome evaluation	#2	7	7	11/30/21 - 12/30/22	Excel tracking sheet	Evaluator, project staff
Create a physical meal plan book that includes healthy ingredient substitutes.	process evaluation	#3	1	1	1/01/22	Physical copy of the meal plan book	Interns, health educator, program staff
Create a pre-test and post-test to compare participant knowledge of healthy alternatives that can be used in recipes.	impact evaluation	#3	2	2	11/30/21 - 12/30/22	Pre- and post-test results	Program evaluator, program staff
Create a pre- and post-evaluation test at the beginning and end of the workshop on developing recipes using whole foods to track knowledge gain of ability to create recipes.	Impact Evaluation	1-4	2	2	December 2021-2022	Pre and Post evaluation feedback	Program evaluator & Program staff

Create a PowerPoint Presentation on how to read a food label, nutritional values of foods (carbohydrates, proteins, fats, etc.), benefits and food portion sizes for healthy recipes within a recipe book. Assuring the presentation and book have easily understandable step by step processes and common terminology for the target population.	Process Evaluation	1-4	2	2	December 2021	PowerPoint presentation and recipe book	Program Evaluator, Health educator and program staff
Use a tracking list with a program such as Excel to monitor every 8 weeks participant's food choices based on U.S FDA's MyPlate guide.	Outcome Evaluation	1-5	7	7	March 2022-December 2022	Excel Tracking sheet and U.S FDA MyPlate guide	Program Evaluator, Interns, Program staff
Create a Pre- and Post- test to assess whether participants gained knowledge on the various food groups, their benefits and food portion sizes.	Impact Evaluation	1-5	2	2	February 2022-December 2022	Pre- and Post Tests	Program Evaluator, & Program staff
Create a 1 hour In-person & Online seminar teaching participants about different food groups, nutrition labels and whole food options.	Process Evaluation	1-5	1	1	March 2022	Online & In-Person Health Educator Seminar	Health Educator, Program Evaluator & Program Staff

Before the program is implemented, review a presentation about how to take biometric measurements such as weight, height, BMI, and resting heart rate, giving the target population tools to track their measurements to track their health.	Process Evaluation	1-6	1	1	November 2021	PowerPoint Presentation	Program Evaluator & Program Staff

process: are all of the class materials ready and do they convey info about fats, carbs, etc?

impact: do the participants learn the material (do a pre- and post- test before and after the class and examine the results to see if the participants learned something

outcome: in some interval for how every many years (toni gave us jan-feb 2022) monitor if the participants make changes to their diet and portion sizes... does that kind of make sense? and these are all for #1 of objective 1 haha

Project Objective: By December 2022, recruit and retain at least 5 multi-ethnic, transition age youth (TAY) interns from 16 to 25 years old, and train them in Cardiovascular Disease education and prevention skills.

Evaluation Activity	Type of Data (Process, Impact or Outcome)	ID of Matched Activity from SOW	Number of Surveys to be collected?	Number of waves data will be collected	Data Collection Period(s)	Tracking Measure	Responsible Party
Create a tracking sheet (e.g Excel) to track annual recruitment of 5 TAY interns performance among data collection, educational visits,	process evaluation	2-1	1	1	November - December 2021	Tracking sheet (Excel Spreadsheet) with TAY names, activities performed and on what day.	Evaluator, and Project Staff

public speaking, letter writing, and petition signature gathering.							
Track 8-10 training annually using Learning Management Systems (LMS keeps track of training, engagement, results, and completion dates)	process evaluation	2-2	1	1	November 2021 to January 2022	Learning management system to track training, knowledge skills, and results Training tracking form	Evaluator, and Project Staff
Collect feedback/Post-tests at the end of meetings to track knowledge gains.	impact evaluation	3-3	1	1	January - June 2022	Post tests, track meeting days and total number of minutes/hours of presentations	Evaluator, and Project Staff
List of community events attended to recruit young adults to become TAY interns.	process evaluation	#4	6	6	12/30/22, 6/30/23, 12/30/23, 6/30/24, 12/30/24, 6/30/25	List of community events attended	Program Staff, Coalition Members, and Program Evaluators
Every 6 months, for 3 years, record how many TAY interns are recruited and trained.	impact evaluation	#4	6	6	12/30/22, 6/30/23, 12/30/23, 6/30/24, 12/30/24, 6/30/25	List of community events attended	Program Staff, Coalition Members, and Program Evaluators
Every 6 months, for 3 years, record how many trained TAY interns continue to stay affiliated with the program, and are willing to be teachers.	outcome evaluation	#4	6	6	12/30/22, 6/30/23, 12/30/23, 6/30/24, 12/30/24, 6/30/25	List of community events attended	Program Staff, Coalition Members, and Program Evaluators

(Can we retain our hires?)							
Every 6 months, for 3 years, take attendance at each presentation to monitor how many participants show up, equating to whether or not the target population is getting our information or not.	impact evaluation	#5	6	6	12/30/22, 6/30/23, 12/30/23, 6/30/24, 12/30/24, 6/30/25	List of community events attended	Program Staff, Coalition Members, and Program Evaluators
Before the program is released to the participants, review the created PowerPoint presentations and deem they contain valuable information to better the target population.	process evaluation	#5	1	1	05/15/2022	List of Presentations and PowerPoint	Program Staff and Program Evaluator
Every 3 months, for 3 years, check up on participants to see if they have made significant changes to health behavior, based on the contents of the Powerpoint presentations.	outcome evaluation	#5	12	12	9/30/22, 12/30/22, 3/30/23, 6/30/23, 9/30/23, 12/30/23, 3/30/24, 6/30/24, 9/30/24, 12/30/24, 3/30/25, 6/30/25	List of Presentations and PowerPoint	Program Staff and Program Evaluator

Evaluation Plan-SOW Rubric

				POINTS
	10	7	3-0	
Evaluation Activity	All of the evaluation activities were appropriate for the intervention activities	Some of the evaluation activities were appropriate for the intervention activities	Very few evaluation activities were appropriate for the intervention activities	
	4	2	0	
Type of Data (Process, Impact or Outcome)	Accurately identified the type of data being collected	Accurately identified some of the types of data being collected	Did not accurately identify most of the types of data being collected	
	1	1/2	0	
ID of Matched Activity from SOW	Accurately matched all activities listed in the SOW	Accurately matched some of the activities listed in the SOW	Very few of the activities match what was listed in the SOW	
Number of Surveys to be collected?	Chose an accurate number of surveys to collect	Chose some accurate numbers of surveys to collect	Did not choose accurate number of surveys to collect	
Number of waves data will be collected	Number of waves was sufficient for the evaluation measures	Number of waves was somewhat sufficient for the evaluation measures	Insufficient number of waves chosen for the evaluation measures	
Data Collection Period(s)	The data collection periods were reasonable	The data collection periods were somewhat reasonable	The data collection periods were not reasonable	
Tracking Measure	The tracking measures listed were accurate	The tracking measures listed were somewhat accurate	The tracking measures listed were not accurate	
Responsible Party	The responsible parties listed were reasonable	The responsible parties listed were somewhat reasonable	The responsible parties listed were not reasonable	
Total Points				_____/20

Textbook Notes:

outputs: services the participants receive from interventions of the health program to promote behavioral capability.

impact: change in participant's knowledge, skill, motivation, and health behavior. short term (end of program to 6 months after) long term(6 months to 5 years after program)

outcome: change in participants' or communities' health status or QOL from intervention activities. assessed 6 months to several years after implementation of activities.

Process Evaluation: methods can be used to assess the degree to which a program was implemented as designed

- Do the participants receive the activities as planned?
- Is the program planned well?

Impact evaluation focuses on changes in participants' health, knowledge, skills, health motivation, social support, perceived risk, and health behaviors

- do the activities cause change in their behavior after the program delivers its content (from process evaluation)
- impact evaluation methods are used to determine the degree to which health education and health promotion interventions produced changes in health behaviors or the determinants of health behaviors in the target population over a period of time.

Outcome evaluation is concerned with assessing changes in health status of the target population that are produced by changes in health practices.

- amount of time a health practice needs to be adopted before changes are detected.