

FRESHLINK AMBASSADORS

Evaluating Your Program

September 2020

Train your team: Why is evaluation important?

Help your team understand the importance of evaluation. Evaluation data gathered during program implementation provides an opportunity to understand if the program is achieving its goal and how to optimize resources for the greatest impact. If possible, involve and train your team in the selection of indicators, tools used to gather the data and ways to interpret the summarized information.

RE-AIM framework

The evaluation of the FreshLink Ambassador program is based on the RE-AIM framework, developed by the Re-AIM workgroup. The RE-AIM framework consists of five dimensions:

- Reach
- Effectiveness
- Adoption
- Implementation
- Maintenance

Identifying indicators for each dimension will aid you in planning a comprehensive evaluation of your program. For more on the RE-AIM framework visit RE-AIM.org.

What are the key questions to consider?

Your first task is to define the questions you are most interested in answering. In doing this, you are defining the goal(s) of your evaluation and the reasons why you will collect a particular set of data. Once the questions are defined, you can select the key indicators and devise a process to collect the data.

So what? Evaluation for action

Evaluation for action addresses the "so what" question. We encourage you to define a plan before you begin data collection. This plan helps to define future actions in response to the data gathered, supports your team in understanding how the data will be used and clarifies the information that you really need.

Examples of Key Questions

Reach

Who is the target audience/population?

Effectiveness

What is the most important benefit we are trying to achieve?

- More new customers?
- Customers spend more?
- Increase customers' loyalty to our farmers' market?

Adoption

How many customers used the program?
How many farmers' market adopted the program?

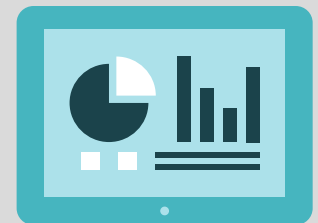
Implementation

How much did it cost and why did the results come about?

Maintenance

When will the initiative become operational; how long will it be sustained (setting level); and how long are the results sustained (individual level)?

Example of Evaluation for Action Individual Performance Data



By sharing individual performance data during one-on-one mentoring meetings, we encouraged FreshLink Ambassadors to focus on the quality of conversations. This motivated Ambassadors to collect the data for highest quality, for they were interested in understanding the impact of their work.

Keep in mind

Try to reduce the data you collect to only the relevant indicators your team has identified. Data gathering can be time consuming and when it is not used it can undermine the importance of evaluation.

What indicators can I measure?

Listed below are some examples of indicators that can be measured by your team. This is not an exhaustive list and it is only meant to provide you with examples to guide you in the process of selecting indicators.

DOMAIN	EVALUATION GOALS OR QUESTIONS	INDICATOR
Reach	➔ Target customers: SNAP beneficiaries that have never shopped at a farmers' market and use the incentive program.	➔ - Number of coupons distributed to SNAP customers (first-time users)
Effectiveness	➔ Program goal (example): Increase the number of new SNAP customers to participating farmers' market	➔ - Number of new SNAP customers
Adoption	➔ How many customers used the program?	➔ - Number of redeemed coupons
Implementation	➔ How much did it cost? What is the return on investment?	➔ - Program costs (budget) - Profit
Maintenance	➔ Did new customers return to the farmers' market a second time?	➔ - Number of returning customers as a result of the program

What resources do I need to conduct an evaluation?



How can my team access FMTracks?

If your team is not using FMTracks, you can request information by reaching out to Olivia Korth at olivia@wholesomewave.org.

Resources can be organized in three categories: human resources, tracking software and documentation. In our program we designated a data manager, however this may be a task assumed by other team member depending on the complexity of the evaluation. Additionally, we developed a series of documents to track the progress of the program and used FMTracks and Excel to track the data.



Tracking Software

- FMTracks
- Excel
- Online survey apps



Documentation

- Coupons
- Survey
- Time sheets

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