

Introduction to Monitoring and Evaluation for Food Policy Initiatives

**FOOD POLICY
NETWORKS**

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Evaluation
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Overview

- ❖ Policy Evaluation Challenges

- ❖ Monitoring vs. Evaluation

(using logic model approach)

- ❖ Defining Benchmarks and Indicators

- ❖ Methods and Tools

Policy Evaluation Challenges

- ❖ Little written about how traditional evaluation approaches (e.g., for service delivery programs) apply to the measurement of advocacy and policy work
- ❖ Ambiguous specific set of metrics or tools to measure efficacy of advocacy
- ❖ A void of knowledge about what constitutes effective advocacy and policy work

More Challenges

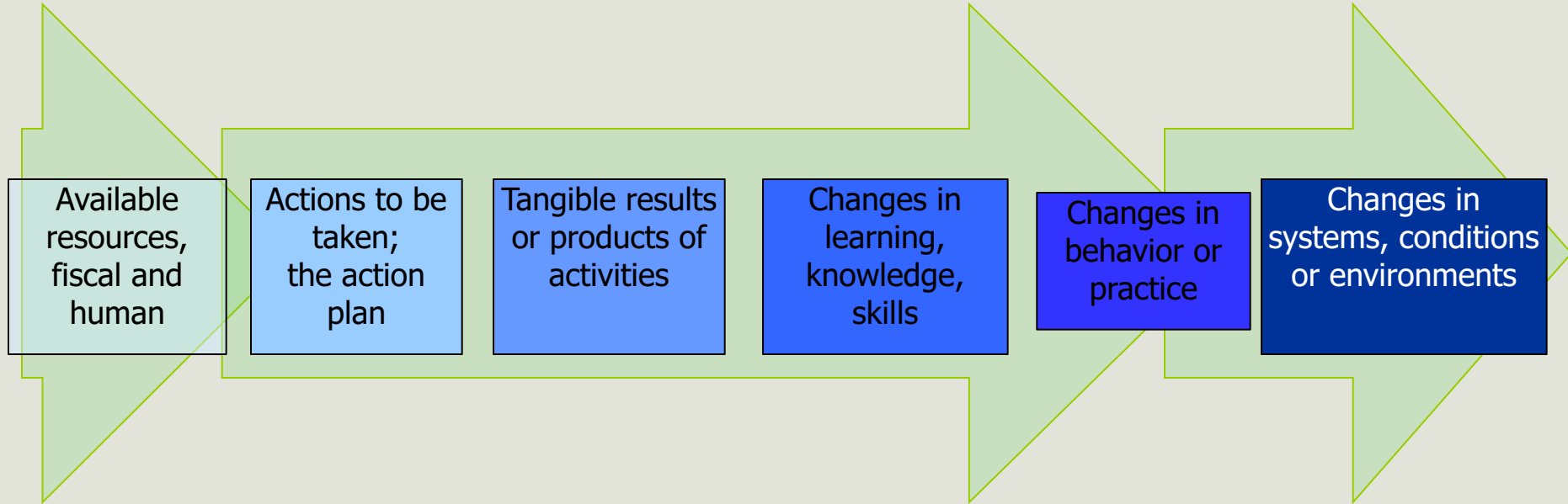
- ❖ Successful advocacy efforts are characterized not by their ability to proceed along a predefined track, but by their ability to adapt to changing circumstances at multiple levels (local, state, federal, and across gov't institutions), i.e. a moving target
 - ❖ Especially true when applying systems thinking because causality is tenuous at best
- ❖ Most of the time it seems like nothing is happening and/or progress is not always linear

Differences between monitoring and evaluation

- ❖ Monitoring (Output)
 - ❖ Check performance of a project over time.
 - ❖ Typically develop a system that allows for periodic checks
 - ❖ Goal is to understand how something is working and know when modifications are needed.
- ❖ Evaluation (Outcome)
 - ❖ Tool for assessing the extent to which program or policies goals were met.
 - ❖ Results can be shared to demonstrate lessons learned and program/policy impact.

Usual Logic Model

Inputs/ Resources	Strategies/ Activities	Outputs	Immediate Outcomes	Intermediate Outcomes	Long-Term Outcomes/I mpact
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Lays out a strategy/framework for action and attribution

Simplified Logic Model



Resources:

- Money
- Time
- Volunteers
- Materials

Activities:

- Policy briefs
- Coalition development
- Media campaigns
- Community engagement events

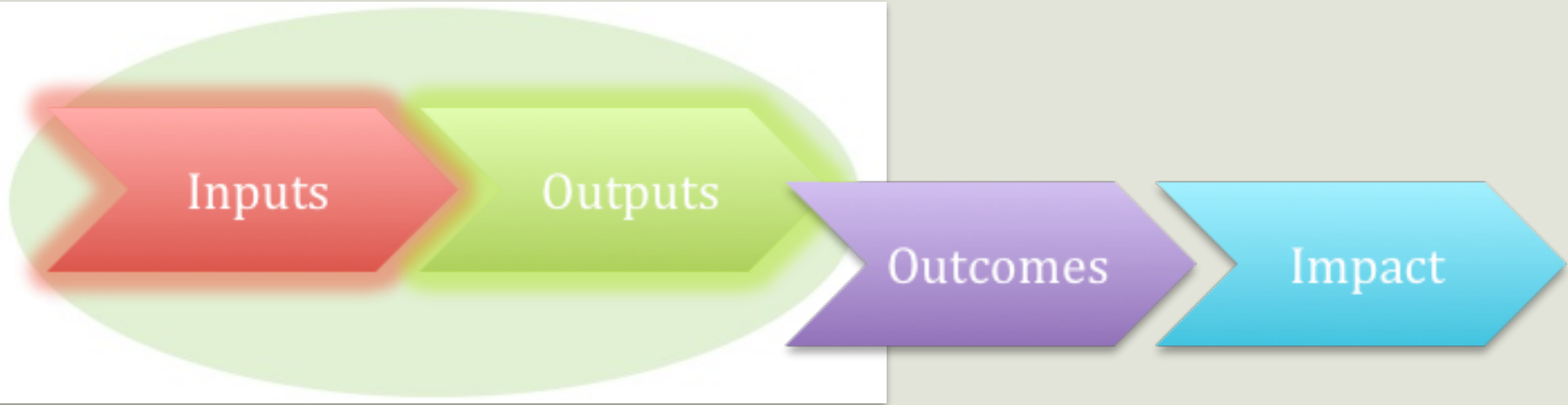
Short/Medium Results:

- Partnerships
- Coalitions
- Campaigns
- Changes in KAP among policy-/decision-makers

Long-Term Change:

- Policy change
- Community change
- Social system/normative change
- Change in health status

Monitoring



- ❖ Routine tracking (process)
- ❖ Answers: “Is everything being implemented as planned?”

Tracking

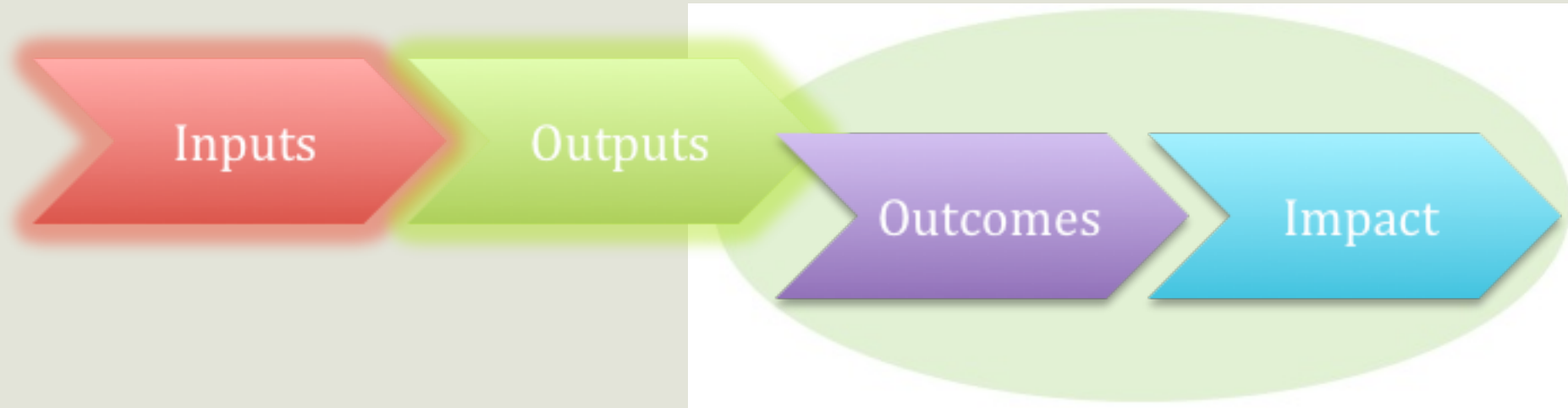
- ❖ # of meetings (with partners, policy-makers)
- ❖ -# of community outreach events
- ❖ -# of education and training activities
- ❖ -# of communication activities



Why Monitor?

- ❖ Measures progress (management tool)
- ❖ Identifies problems/deviations to address
 - ❖ Creates feedback loops
- ❖ Ensures effective use of resources
- ❖ Ensures quality and learning to improve activities and outcomes
- ❖ Strengthens accountability

Evaluation



- ❖ Episodic/systematic assessment of overall achievement on the intended audience
- ❖ Designed with intention to attribute change to the intervention(s)

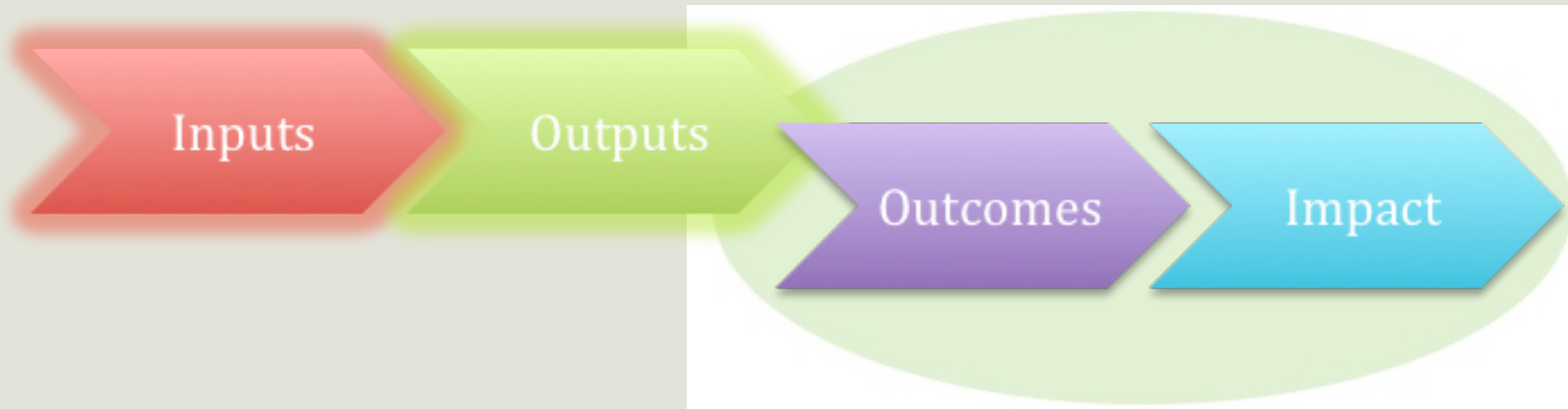
How to Evaluate Change

- ❖ Start with a theory of change (i.e., an explanation of how change happens)
 - ❖ E.g., Strength of Weak Ties
- ❖ Use your SMART objectives
- ❖ Define benchmarks/indicators
- ❖ Select appropriate methods
- ❖ Collect data
- ❖ Disseminate findings

Why Evaluate?

- ❖ Determine program effectiveness (answers the “so what” question)
- ❖ Strengthens accountability
- ❖ Promotes a learning culture focused on improving methods/approaches
- ❖ Promotes replication of successful approaches

Benchmarks/Indicators



Example:

- ❖ Objective: Increase by 15% the number of people in Baltimore City with access to farmers markets by December 2018
- ❖ How to turn a benchmark into an indicator

Indicators

- ❖ Measure “how much,” “how many,” “to what extent”
- ❖ Numerator/denominator (rate/ratio)
 - ❖ How many policy-/decision- makers understand the impact of cutting SNAP benefits?
 - ❖ Indicator: Number of policy makers that understand

Number of policy makers reached

Develop Indicators Based on Objectives

Kaiser-Permanente CHI/HEAL Evaluation: Outcomes to Report at End of One-Year Grant for “HEALTHY EATING”

Outcomes	Indicators to Track	Expectations of Grantees
<p><i>Sustaining Access...</i></p> <p>1. Institutional policy and practice change that sustains increased availability and access</p> <div data-bbox="280 621 550 699" style="background-color: green; color: white; padding: 5px; display: inline-block; margin: 10px 0;">Monitoring</div> <div data-bbox="222 849 492 921" style="background-color: red; color: white; padding: 5px; display: inline-block; margin: 10px 0;">Evaluation</div>	<p>a. Number of activities (process measures) that promote institutional policy and practice change, such as:</p> <ul style="list-style-type: none"> -# of meetings (with partners or targets) -# of assessments done -# of education and training activities -# of communications activities <p>b. Evidence of progress toward institutional policy and practice change, such as:</p> <ul style="list-style-type: none"> -# of leaders expressing commitment, allocating resources, or training staff to implement change -# of new policies, resolutions, or regulations introduced -# of new partners or supporters -# of new funders <p>c. Number of institutional policy and practice changes in place to sustain access to HEAL in schools, workplaces, or other institutions.</p>	<p>Grantees will be required to report on activities that promote institutional practice change (i.e., with goal of target institution having the commitment and capacity to sustain change).</p> <p>Grantees will be required to report on progress toward institutional policy and practice change.</p> <p>Grantees will be required to report on any actual institutional policy and practice changes in place to sustain access during the grant year.</p>

Using appropriate
methods

M&E Methods/Tools

PRIMARY SOURCES

- Surveys (household, social network, organizational)
- In-depth / key informant interviews
- Focus groups
- Direct observation
- Community mapping / social mapping
- Content analyses
- Story telling

SECONDARY SOURCES

- Reports (gov't / non-gov't)
- Community records
- National data
- Tracking reports (e.g., media)
- Audits
- Meeting notes

Questions?

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