

## Moderators Guide

Each table will have a case study focused on a specific setting (school, early childcare, faith-based, food retail, worksite). Case studies are based on interventions identified in the SNAP-Ed Toolkit. There will be three rounds of discussion.

- Round One (20 minutes)  
Focuses on a pilot project of the intervention
- Round Two (15 minutes)  
Focuses on larger scale implementation of the intervention
- Round Three (15 minutes)  
Focuses on longer-term maintenance and follow-up of the intervention
- Big Group Discussion/Share (15 minutes)  
Sue Foerster will moderate a big group discussion and share at the end of Round Three.

Participants can move between tables or stay at the same table based on their preference.

## Materials

- Everyone will have a handout describing the case study.
- Everyone will have a copy of the SNAP-Ed Evaluation Framework.
- Each table will have 5 copies of the SNAP-Ed Interpretive Guide for people to share and reference.

Your agency has decided to pilot the CATCH Early Childhood program (Coordinated Approach to Child Health). This pilot will involve 10 Head Start centers in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Direct education with preschoolers
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each center will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign

Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for CATCH Early Childhood Program (Coordinated Approach to Child Health) was successful! Now your agency would like to implement this program in 25 counties with at least 1 Head Start center. Implementation of this initiative will include:

- Direct education with preschoolers
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each center will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign
  - Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

CATCH Early Childhood Program (Coordinated Approach to Child Health) has been going strong for over 3 years and has been implemented in 100 Head Start centers. Your agency is interested in understanding long-term effects of the program. Intervention components include:

- Direct education with preschoolers
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each center will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign
  - Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency has decided to pilot a program based on the Farm to Preschool Program. This pilot will involve 10 early child care centers in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Nutrition education activities for children and parents
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Monthly parent cooking workshops
  - Gardening activities in the classroom
- Family engagement
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Weekly Farm Stand at each center
  - Taste testing
  - Recipe demonstrations
  - Subsidized sales to include EBT, Senior and WIC fruit and vegetable vouchers
  - Incentive giveaways to parents such as measuring cups, spoons, etc.
- Social Media Campaign

Facebook posts about Farm to Preschool will be posted on existing school Facebook pages.



Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for Farm to Preschool (Coordinated Approach to Child Health) was successful! Now your agency would like to implement this program in 25 counties with at least 1 early child care center. Implementation of this initiative will include:

- Nutrition education activities for children and parents
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Monthly parent cooking workshops
  - Gardening activities in the classroom
- Family engagement
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Weekly Farm Stand at each center
  - Taste testing
  - Recipe demonstrations
  - Subsidized sales to include EBT, Senior and WIC fruit and vegetable vouchers
  - Incentive giveaways to parents such as measuring cups, spoons, etc.
- Social Media Campaign

Facebook posts about Farm to Preschool will be posted on existing school Facebook pages.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

Farm to Preschool has been going strong for over 3 years and has been implemented in 100 early child care centers. Your agency is interested in understanding long-term effects of the program. Intervention components include:

- Nutrition education activities for children and parents
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Monthly parent cooking workshops
  - Gardening activities in the classroom
- Family engagement
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each center.
- Weekly Farm Stand at each center
  - Taste testing
  - Recipe demonstrations
  - Subsidized sales to include EBT, Senior and WIC fruit and vegetable vouchers
  - Incentive giveaways to parents such as measuring cups, spoons, etc.
- Social Media Campaign

Facebook posts about Farm to Preschool will be posted on existing school Facebook pages.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency has decided to pilot Faithful Families. This pilot will involve 10 faith communities in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Direct education with adults
  - 9 sessions that are co-taught by agency staff and lay leaders with a focus on nutrition and physical activity.
- Faith Community Assessment
  - The faith community is expected to use an online assessment tool that includes information about nutrition and physical activity policies and practices as well as resources and barriers for healthy behaviors.
- Policy change
  - Based on assessment results, faith communities are expected to make at least one policy change to increase healthy eating and/or physical activity.
- Environmental Changes
  - Based on assessment results, faith communities are expected to make at least one environmental level change related to increasing healthy eating and/or physical activity.
- Social Media Campaign
  - Facebook pages will be set up for each faith community and posts will center on healthy eating and physical activity.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for Faithful Families was successful! Now your agency would like to implement this program in 25 counties. Implementation of this initiative will include:

- Direct education with adults
  - 9 sessions that are co-taught by agency staff and lay leaders with a focus on nutrition and physical activity.
- Faith Community Assessment
  - The faith community is expected to use an online assessment tool that includes information about nutrition and physical activity policies and practices as well as resources and barriers for healthy behaviors.
- Policy change
  - Based on assessment results, faith communities are expected to make at least one policy change to increase healthy eating and/or physical activity.
- Environmental Changes
  - Based on assessment results, faith communities are expected to make at least one environmental level change related to increasing healthy eating and/or physical activity.
- Social Media Campaign
  - Facebook pages will be set up for each faith community and posts will center on healthy eating and physical activity.



Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

Faithful Families has been going strong for over 3 years and has been implemented in 100 faith communities. Your agency is interested in understanding long-term effects of the program. Activities include:

- Direct education with adults
  - 9 sessions that are co-taught by agency staff and lay leaders with a focus on nutrition and physical activity.
- Faith Community Assessment
  - The faith community is expected to use an online assessment tool that includes information about nutrition and physical activity policies and practices as well as resources and barriers for healthy behaviors.
- Policy change
  - Based on assessment results, faith communities are expected to make at least one policy change to increase healthy eating and/or physical activity.
- Environmental Changes
  - Based on assessment results, faith communities are expected to make at least one environmental level change related to increasing healthy eating and/or physical activity.
- Social Media Campaign
  - Facebook pages will be set up for each faith community and posts will center on healthy eating and physical activity.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency wants to pilot a healthy food retail initiative modeled after the Baltimore Healthy Communities for Kids project. The pilot project will involve 10 stores in 2 counties. Activities include:

- Small Food Retailer Training
  - Agency staff provide training to retailers about the stocking campaign, nutrition label reading, food safety, and other nutrition-related topics.
- Small Food Retail Healthier Stocking Campaign
  - Banners with slogans related to healthy eating
  - Shelf tags that identify healthy options
  - Recipe cards
  - Bi-monthly taste tests
- Social Media Campaign

Facebook pages will be set up for the initiative and posts will center on each phase.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project your healthy food retail initiative modeled after Baltimore Healthy Communities for Kids (BHCK) project was successful! Now your agency would like to implement this initiative in 10 counties with the plan to increase involvement over the next 5 years to include 50 counties. Results of the pilot project identified successful strategies. Implementation of this initiative will include:

- Small Food Retailer Training
  - Agency staff provide training to retailers about the stocking campaign, nutrition label reading, food safety, and other nutrition-related topics.
- Small Food Retail Healthier Stocking Campaign
  - Banners with slogans related to healthy eating
  - Shelf tags that identify healthy options
  - Recipe cards
  - Bi-monthly taste tests
- Social Media Campaign

Facebook pages will be set up for the initiative and posts will center on each phase.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

Your healthy food retail initiative modeled after Baltimore Healthy Communities for Kids (BHCK) project has been going strong for over 3 years and has grown to include 25 counties and over 100 stores. Your agency wants stores to continue to be engaged and for store owners to participate. Maintenance of this initiative will include:

- Small Food Retailer Training
  - Agency staff provide training to retailers about the stocking campaign, nutrition label reading, food safety, and other nutrition-related topics.
- Small Food Retail Healthier Stocking Campaign
  - Banners with slogans related to healthy eating
  - Shelf tags that identify healthy options
  - Recipe cards
  - Bi-monthly taste tests
- Social Media Campaign

Facebook pages will be set up for the initiative and posts will center on each phase.



Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency has decided to pilot the CATCH program (Coordinated Approach to Child Health). This pilot will involve 10 schools in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Direct education with students—grades for the pilot will be K-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each school will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign  
Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for CATCH (Coordinated Approach to Child Health) was successful! Now your agency would like to implement this program in 25 counties with at least 2 schools. Implementation of this initiative will include:

- Direct education with students—grades will be K-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each school will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign  
Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

CATCH (Coordinated Approach to Child Health) has been going strong for over 3 years and has been implemented in 100 elementary schools. Your agency is interested in understanding long-term effects of the program. Intervention components include:

- Direct education with students—grades will be K-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family and community partnerships/engagement
  - Each school will have a CATCH Champion and a team committed to supporting health and wellness.
  - Tip sheets and newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign
  - Facebook posts about CATCH will be posted on existing school Facebook pages.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency has decided to pilot the Pe-Nut™ program. This pilot will involve 10 schools in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Direct education with students—grades for the pilot will be 3-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family engagement
  - Newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
  - Health messages will be incorporated into all school events and activities such as science fairs, club meetings, etc.
- Social Media Campaign
  - Facebook posts about Pe-Nut™ will be posted on existing school Facebook pages.



Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for Pe-Nut™ was successful! Now your agency would like to implement this program in 25 counties with at least 2 schools. Implementation of this initiative will include:

- Direct education with students—grades will be 3-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family engagement
  - Newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
  - Health messages will be incorporated into all school events and activities such as science fairs, club meetings, etc.
- Social Media Campaign

Facebook posts about Pe-Nut™ will be posted on existing school Facebook pages.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

Pe-Nut™ has been going strong for over 3 years and has been implemented in 100 elementary schools. Your agency is interested in understanding long-term effects of the program. Intervention components include:

- Direct education with students—grades will be 3-5
  - Includes nutrition, physical activity and screen time reduction for the classroom
  - Enhanced PE instruction
- Family engagement
  - Newsletters will be sent home to parents.
  - A family/community fun night will be planned in fall and spring for each school.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
  - Health messages will be incorporated into all school events and activities such as science fairs, club meetings, etc.
- Social Media Campaign

Facebook posts about Pe-Nut™ will be posted on existing school Facebook pages.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency has decided to pilot the Shaping Healthy Choices Program (SHCP). This pilot will involve 10 schools in 5 counties. If successful, your agency would like to implement the program across the state.

Activities include:

- Direct education with students—grades for the pilot will be K-5
  - Nutrition education curriculum
  - Cooking demonstrations
  - Instructional school gardens
- Family and community partnerships/engagement
  - Each school will have a school wellness committee (staff, parents, and community members) to guide program planning, implementation, and sustainability.
  - Newsletters will be sent home to parents.
  - Community health fairs will be planned in the fall and the spring for each school.
- School wellness policy
  - School wellness committees will review existing school wellness policies and identify/reinforce policies.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign
  - Facebook posts about SHCP will be posted on existing school Facebook pages.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project for SHCP (Shaping Healthy Choices Program) was successful! Now your agency would like to implement this program in 25 counties with at least 2 schools. Implementation of this initiative will include:

- Direct education with students—grades for the pilot will be K-5
  - Nutrition education curriculum
  - Cooking demonstrations
  - Instructional school gardens
- Family and community partnerships/engagement
  - Each school will have a school wellness committee (staff, parents, and community members) to guide program planning, implementation, and sustainability.
  - Newsletters will be sent home to parents.
  - Community health fairs will be planned in the fall and the spring for each school.
- School wellness policy
  - School wellness committees will review existing school wellness policies and identify/reinforce policies.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign

Facebook posts about SHCP will be posted on existing school Facebook pages.



Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

SHCP (Shaping Healthy Choices Program) has been going strong for over 3 years and has been implemented in 100 elementary schools. Your agency is interested in understanding long-term effects of the program. Intervention components include:

- Direct education with students—grades will be K-5
  - Nutrition education curriculum
  - Cooking demonstrations
  - Instructional school gardens
- Family and community partnerships/engagement
  - Each school will have a school wellness committee (staff, parents, and community members) to guide program planning, implementation, and sustainability.
  - Newsletters will be sent home to parents.
  - Community health fairs will be planned in the fall and the spring for each school.
- School wellness policy
  - School wellness committees will review existing school wellness policies and identify/reinforce policies.
- Healthy foods and physical activity messaging
  - Signage will be used in the school setting including the cafeteria to promote healthy foods and physical activity.
  - Daily announcements will be made by the principal to promote health.
- Social Media Campaign

Facebook posts about SHCP will be posted on existing school Facebook pages.

Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?

Your agency wants to pilot a worksite wellness initiative that includes components from Farm to Work and other worksite wellness programs. The pilot project will involve 5 worksites in 5 counties. Activities include:

- Employee partnerships/engagement
  - Wellness committee is formed for each worksite. A champion is identified to promote the program.
- Direct education
  - Employees can attend weekly lunch and learn sessions about healthy eating.
  - Employees can attend physical activity programs conducted before or after work hours.
- Healthy foods and physical activity messaging
  - Signage will be used to promote healthy foods and physical activity throughout the worksites.
- Wellness policy
  - Wellness committee will review existing wellness policies and make recommendations for new policies as needed.
- Farmers' Market
  - A weekly Farmers' Market/Farm Stand will be held at each worksite.

Think about what information you would need to make a recommendation about expansion of this program. Work together as a group to develop a plan to move forward to evaluate this pilot project.

1. What outcomes would you focus on?
2. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
3. What methods/tools would you use to collect data?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

The pilot project your worksite wellness initiative was successful! Now your agency would like to implement this initiative in 10 counties with the plan to increase involvement over the next 5 years to include 50 counties. Results of the pilot project identified successful strategies. Implementation of this initiative will include:

- Employee partnerships/engagement
  - Wellness committee is formed for each worksite. A champion is identified to promote the program.
- Direct education
  - Employees can attend weekly lunch and learn sessions about healthy eating
  - Employees can attend physical activity programs conducted before or after work hours
- Healthy foods and physical activity messaging
  - Signage will be used to promote healthy foods and physical activity
- Wellness policy
  - Wellness committee will review existing wellness policies and make recommendations for new policies as needed
- Farmers' Market
  - A weekly Farmers' Market will be held at each worksite.

Think about how you would move forward with the evaluation of this intervention.

1. Review the outcomes identified in the pilot. What outcomes would you focus on now?
2. How would you measure reach for the different components of the initiative?
3. How would you measure adoption?
4. What potential challenges to the evaluation could you face?
5. What evaluation resources would you need?

Your worksite wellness initiative has been going strong for over 3 years and has grown to include 25 counties and over 100 worksites. Your agency wants stores to continue to be engaged and for store owners to participate. Maintenance of this initiative will include:

- Employee partnerships/engagement
  - Wellness committee is formed for each worksite. A champion is identified to promote the program.
- Direct education
  - Employees can attend weekly lunch and learn sessions about healthy eating
  - Employees can attend physical activity programs conducted before or after work hours
- Healthy foods and physical activity messaging
  - Signage will be used to promote healthy foods and physical activity
- Wellness policy
  - Wellness committee will review existing wellness policies and make recommendations for new policies as needed
- Farmers' Market
  - A weekly Farmers' Market will be held at each worksite.



Think about how to evaluate the outcomes of this program.

1. What outcomes would you focus on?
2. How would you measure program modifications?
3. What information would you need to collect and who would be the best source of that information (participants, your agency staff, others?)
4. How would you measure unintended consequences of the program?
5. What potential evaluation challenges would you face?
6. What evaluation resources would you need?