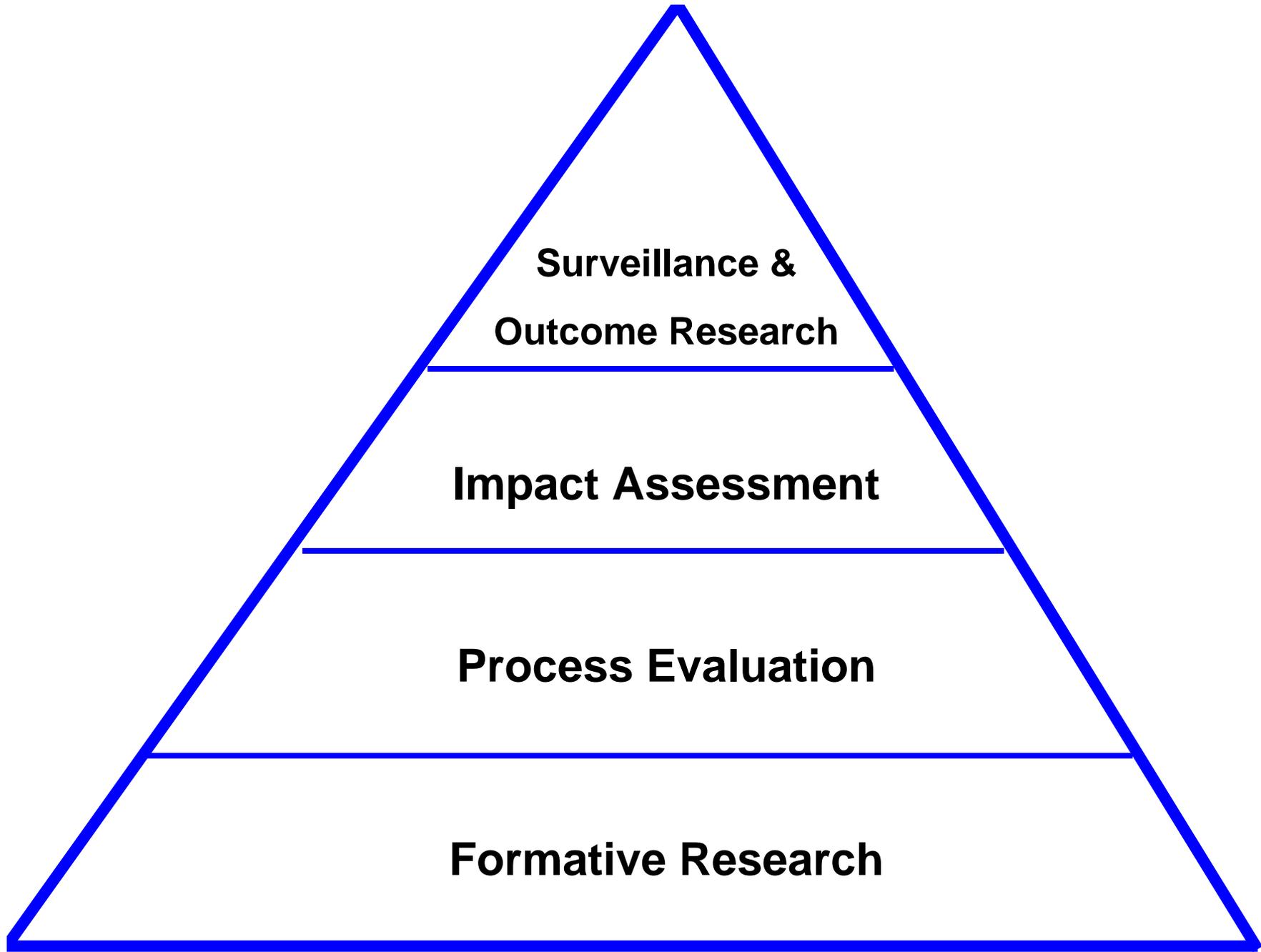


# **A New Item for the Evaluation Toolbox**

**FNS National Nutrition Education Conference  
September 14, 2005**

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Food and Nutrition Service, USDA



**Surveillance &  
Outcome Research**

**Impact Assessment**

**Process Evaluation**

**Formative Research**

# Nutrition Education

# Evaluation Pyramid



Are people more healthy?



Does this approach work?



Who get services?



How are resources used?



What does the audience need?



Which messages are meaningful?



# **Principles of Sound Impact Evaluation Background**

- **Respond to the question -- What are FNS expectations?**
- **Apply to wide range of initiatives.**
- **Consistent with GPRA and OMB guidance.**
- **Serve as technical tool.**

# **Principles of Impact Evaluation Overview**

- **Comparison of impact evaluation to other types of assessment.**
- **Description and explanation of principles.**
- **Annotated bibliography for operational guidance.**

# **Principles of Impact Evaluation Content**

- 1. Make sure the intervention can be evaluated.**
- 2. Build on available research.**
- 3. Use random assignment, but selectively.**
- 4. Choose credible measures that fit.**

# **Principles of Impact Evaluation Content (continued)**

- 5. Observe standards of fair treatment.**
- 6. Carefully time the collection of impact data.**
- 7. Report all results– accurately.**
- 8. Share findings.**

# **Principles of Impact Evaluation**

Full statement and bibliography can be  
accessed at:

**[www.fns.usda.gov/oane/MENU/Published/NutritionEducation](http://www.fns.usda.gov/oane/MENU/Published/NutritionEducation)**

# **Principles of Impact Evaluation Website**

**[www.fns.usda.gov/oane/MENU/Published/NutritionEducation](http://www.fns.usda.gov/oane/MENU/Published/NutritionEducation)**