Process Evaluation Measures

Process evaluation is used to assess whether a project is on track, and offers an opportunity to learn if a project should continue as planned or if adjustments should be made. Process evaluation is most useful when it is conducted throughout the course of a project. Process measures should answer the following questions, which are adapted from the Integrated Health Promotion Resource Kit:

- Are all planned activities being implemented?
- Are all materials and components of the program of good quality and useful?
- Is the program reaching the target audience or interest group?
- Are participants satisfied with the program?

Need help identifying the right process measures?

The process measures included in this document are not exhaustive or all-encompassing, and some measures may not work for a project. Please reach out to the SNAP-Ed evaluation team with an evaluation request form for help finding measures for a specific project.

Access to Healthy Foods Process Measures

Working in a school?

- Presence of a school wellness committee
  - Number of members serving on wellness committee
  - Number of meetings the wellness committee holds each year
  - Policies/changes implemented by school wellness committee and what they support
- Number of students participating in school meals
- Number of working water access points throughout school
- Number of vending machines/food purchasing points besides cafeteria throughout school
- Number of school staff trained on nutrition/wellness
- Short survey of teachers/educators about different wellness activities used in the classroom
- If you’re doing a food tasting or demo, see ‘Health Promotions’ section

Working in a food bank or mobile pantry?

- Track food bank participation (number of clients accessing the food bank each month)
  - If possible, track repeat clients vs. unique
- For food tastings or demos, see ‘Health Promotions’ section

Working in retail?

- Count of users by counting people accessing retail outlet in set time periods
- Number of daily/weekly/monthly transactions (this is sensitive information – depending on the relationship with the store owner, it may or may not be available)
- Installation or purchase of new equipment, such as shelving, signage, refrigeration, etc.
- Count new environmental changes or policies implemented and what they support
- List of community members involved in projects and planning (if applicable)
- For food tastings or demos, see ‘Health Promotions’ section
Working on improved transit or physical access to healthy food outlets?
See ‘Physical Activity’ section

Working on breastfeeding friendly environments?
• List of members involved in projects and planning, and their roles
• Count new policies or environmental changes to support breastfeeding
• Installation or purchase of new equipment to support breastfeeding
• Number of lactation rooms (or establishment of lactation rooms/dedicated spaces to breastfeed/pump)

Working in childcare?
• Number of participants based on childcare attendance logs
• Number of working water access points throughout childcare center (or availability of water at a home childcare site)
• Number of trainings held on nutrition or wellness policies and attendance of those trainings
• Number of staff trained on nutrition/wellness
• Short survey of staff about different wellness activities used
• Installation or purchase of new equipment to support consumption of healthy foods and beverages
• Count new policies or environmental changes implemented and what they support