

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.

Health Promotion Process Measures

Passing out flyers, recipe cards or other print materials to individuals?

- Count number of flyers/postcards/pamphlets/etc. that are distributed
 - Keep count of how many are distributed to each site and through different channels (e.g., 200 newsletters sent home with students at school A, or 100 pamphlets given out at the B food pantry)
- Track how often new materials are requested at a site (e.g., Does a food bank need more recipe cards after a week or after 3 weeks?)
- Count how many print materials are distributed vs. number of people at that event/site (e.g., a food bank has 200 people come through in a day and 60 flyers were taken)

Doing food demos or taste tests?

- Count number of people who stop by the food demo booth
- Count the number of recipes/info cards/whatever that people take from the food demo booth
- Recall surveys for frequent visitors – do you remember the demo or sample from last week? Did you try to make that dish or buy that food item?

Doing one-time promotional events or classes?

- Track impressions, engagement and views with your content
 - Most social media website will give analytical data for your content in 28-day/4-week increments. Be sure to check on your analytics at least once a month
 - Track when people view and engage with your content in relation to when it was posted – within 2 hours of posting, 2 days, 1 week, etc.
- Track number of posts made on each channel (e.g., Facebook, YouTube, Instagram)
- Track demographics of the audience viewing and interacting with your content (if available)