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.

Physical Activity Process Measures

Working on community spaces for physical activity (including rural communities)?
- Count of users by:
  - Counting logs of visitors for spaces like gyms, pools, recreation centers
  - Counting people using a space in set time periods, like people on a walking/bike trail, kids on a playground
- Number of miles of shared-use paths and bike lines
- Number of or square footage of green space/outdoor activity space in a set area (e.g., a designated neighborhood, within 2 miles of a particular central point)
  - Alternatively, number of indoor activity spaces in a set area
- Number of shared-use agreements (SUAs) in place
- List of community members involved in projects and planning
- Installation or purchase of new equipment, such as bike racks, gym equipment, etc.

Working in schools?
- Count new policies implemented and what they support
- Short survey of teachers/educators about different wellness activities used in the classroom
- Count of children who walk or bike to school
- List of who is working on policies and their roles in the community – educators, parents, district representatives, students, etc.
- Number of trainings held on wellness policies activities and attendance of those trainings

Working to improve workplace wellness policies or activities?
- Count of new policies implemented and what they support
- Count of individuals who participate in workplace wellness activities
- List of wellness supports at workplaces. Some examples may include: providing maps of walking paths near an office, use of stretch breaks in meetings, etc.
Working on street safety or pedestrian/bike safety?
- Number of miles of shared-use paths and bike lanes
- Number of pedestrian crossings and bike lanes
- Number of meetings held with community and local government

Hosting community Physical Activity events?
- Communication channels and outputs to build awareness of the events. This may include:
  - Number of flyers distributed around the community
  - Number of social media posts advertising events (include interaction with posts and analytics if possible)
  - Number of ads in various channels (radio/newspaper/etc.) advertising event (include reach of these channels if available)
- Number of people attending or participating in physical activity events