

# Good Food Brampton

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## Evaluation Framework



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October 2014

Please cite this framework as:

Bergen, A. & Pratley, E. (2014). Good Food Brampton Evaluation Framework. Created by Knowledge to Action Consulting for Catholic Family Services Peel Dufferin.

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## Evaluation Goals

- Tell the story of how Good Food Brampton:  
*...grows access to food through working respectfully with our community in all its diversity to increase knowledge of food and nutrition, develop skills in food preparation and empower participation in building a sustainable food system.*
- Use shared measures across programs to understand common outcomes.

## Evaluation Approach

Good Food Brampton programs and events are developed to engage diverse audiences (see [Targets of Change](#) table below). However, evaluation resources are limited, as is time in contact with program participants. Good Food Brampton programs need a few simple evaluation tools that can be shared across programs and that capture both narrative and quantitative feedback about program quality and participant outcomes.

To assess participant outcomes, this evaluation framework relies on a post-test<sup>1</sup> only approach, asking participants to report on how they were impacted by the program. These quantitative measures are augmented by qualitative questions that allow participants to provide narratives and images explaining what they learned in the program.

To assess systems and policy level outcomes, this framework suggests outcome metrics related to public awareness, partnerships, and systems change.

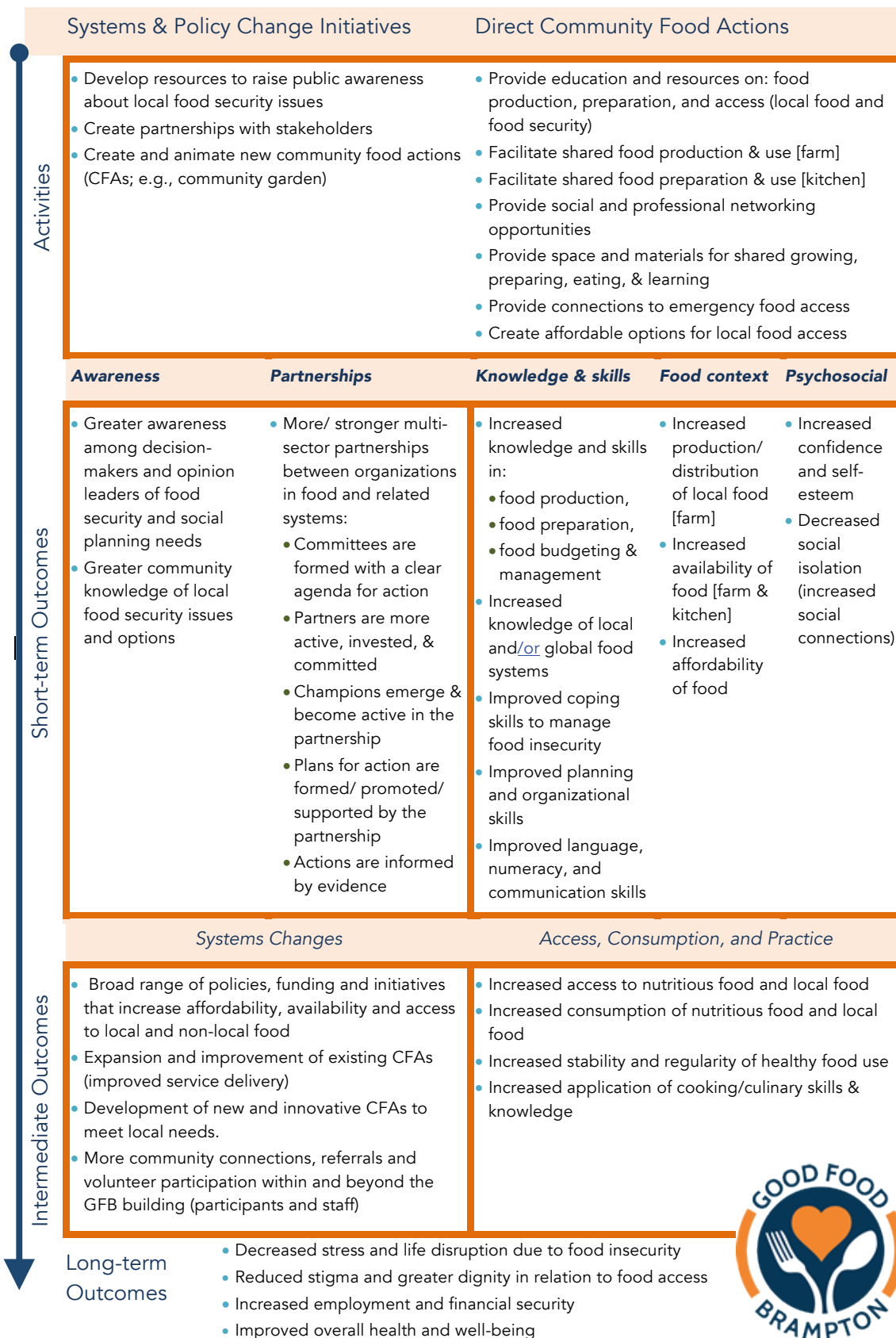
To monitor program outputs and ensure program quality, this evaluation framework includes a satisfaction survey and process metrics

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<sup>1</sup> Self-report of perceived change is a less reliable indicator of program impact than pre/post measurement, but Good Food Brampton programs sample sizes are too small for reliable pre-post testing. The Good Food Brampton Community Kitchen program underwent evaluation using a primarily pre/post design in 2012-2013 and 2013-2014. Due to small sample sizes and ceiling effects in the measures, few outcomes showed evidence of change over time.



# Logic Model: How Good Food Brampton Works



Model adapted from *Evaluating Outcomes of Community Food Actions: A Guide* (<http://www.cdpc.ca/content.php?doc=261>)

## Targets of Change & Evaluation Methods

<i>Stakeholders/ Participants</i>	<i>Engagement Strategy</i>	<i>Evaluation Method</i>
Youth <ul style="list-style-type: none"> <li>• newcomers</li> <li>• at-risk</li> <li>• unemployed</li> <li>• young moms</li> </ul>	<ul style="list-style-type: none"> <li>• culinary &amp; cooking skills programs</li> <li>• one time events</li> </ul>	programs <ul style="list-style-type: none"> <li>• <a href="#">satisfaction survey</a></li> <li>• <a href="#">outcome survey</a></li> <li>• <a href="#">show &amp; tell (photo narrative)</a></li> </ul> one-time events <ul style="list-style-type: none"> <li>• <a href="#">satisfaction survey</a></li> <li>• <a href="#">show &amp; tell (photo narrative)</a></li> </ul>
Women <ul style="list-style-type: none"> <li>• newcomers</li> <li>• Sistering participants</li> <li>• community members</li> </ul>	<ul style="list-style-type: none"> <li>• baking programs</li> <li>• farm &amp; other volunteer opportunities</li> <li>• one time events</li> </ul>	programs <ul style="list-style-type: none"> <li>• satisfaction survey</li> <li>• outcome survey</li> <li>• show &amp; tell (photo narrative)</li> </ul> one-time events <ul style="list-style-type: none"> <li>• satisfaction survey</li> <li>• show &amp; tell (photo narrative)</li> </ul>
General Public/ Peel Community	<ul style="list-style-type: none"> <li>• one-time events (e.g., Good Food Revolution)</li> <li>• volunteer opportunities (e.g., farm)</li> </ul>	volunteers <ul style="list-style-type: none"> <li>• <a href="#">volunteer outcome survey</a></li> <li>• show &amp; tell (photo narrative)</li> </ul> one-time events <ul style="list-style-type: none"> <li>• satisfaction survey</li> <li>• show &amp; tell (photo narrative)</li> </ul> <ul style="list-style-type: none"> <li>• informal feedback</li> </ul>
Public Sector Organizations/ Non-Profits <ul style="list-style-type: none"> <li>• schools</li> <li>• CAMH</li> <li>• Knight's Table</li> </ul>	<ul style="list-style-type: none"> <li>• one-time events</li> </ul>	<ul style="list-style-type: none"> <li>• show &amp; tell (photo narrative)</li> <li>• informal feedback</li> </ul>

<i>Stakeholders/ Participants</i>	<i>Engagement Strategy</i>	<i>Evaluation Method</i>
Funders/Policy makers <ul style="list-style-type: none"> <li>• local government</li> </ul>	<ul style="list-style-type: none"> <li>• funding applications</li> <li>• invited to public events</li> </ul>	<ul style="list-style-type: none"> <li>• informal feedback</li> <li>• attendance &amp; participation at event</li> <li>• show &amp; tell (photo narrative)</li> </ul>
Corporations/ Industry	<ul style="list-style-type: none"> <li>• team building activity [kitchen]</li> <li>• funding applications/donor connections</li> <li>• volunteer experience related to food (e.g., ACH); corporate volunteers</li> <li>• corporate social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• process survey</li> <li>• outcome survey &amp;</li> <li>• show &amp; tell (photo narrative)</li> <li>• informal feedback</li> </ul>



## Process Metrics: Check Program Quality Assumptions

- marketing & outreach is successful
  - # of community partners recruited
  - # of students who completed Culinary Program
  - # participants per program
  - # of contacts Program Manager makes to relevant local and provincial network tracked
  - # of community members that attend food security events
  - # of hits on website, followers on twitter and views to on-line programs
- culinary skills training models appropriate professional behaviour
  - reviewed by program manager
- program fidelity (to planned program and GFB mission)
  - reviewed by program manager
  - checklist of culinary skills covered
  - check through [satisfaction survey](#)
    - all programs are supportive, welcoming, and respectful
    - information provided is accurate, relevant, & accessible
    - high quality teaching and facilitation
    - the physical space is adequate and accessible
    - resources for staff and programming are adequate

## Outcome Metrics: Track Systems & Policy Changes

### Awareness

- # of community partners recruited
- # of community members that attend food security events
- # funder & policy maker attendees
- # twitter follower; VIP twitter followers

### Partnerships

- # of contacts Program Manager makes to relevant local and provincial network (# partnerships)
- extent to which there is: clear agenda; partner commitment, evidence-informed action, # plans formed & # implemented [discuss as group]

### Systems change

- # & type of new CFAs
- amount of new funding attached to food security initiatives
- consider # & type of new food security related policies drafted/adopted in Region of Peel and contribution from Good Food Brampton



# Appendix A:

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## *Evaluation Tools and Consent Forms*

Please cite this framework as:

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# Satisfaction Survey

Program: \_\_\_\_\_ Date: \_\_\_\_\_

How did you feel about the program? Please rate your agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not Applicable
Overall, the quality of the program was good.	1	2	3	4	5	N/A
I would recommend this program to others.	1	2	3	4	5	N/A
The information provided in this program was helpful.	1	2	3	4	5	N/A
The information provided in this program was easy to understand.	1	2	3	4	5	N/A
The program served me in a way sensitive to my culture, background, or other life circumstances.	1	2	3	4	5	N/A
The program was supportive, welcoming, and respectful.	1	2	3	4	5	N/A
The teaching/group facilitation quality was good.	1	2	3	4	5	N/A
The space used to run the program was a good fit	1	2	3	4	5	N/A
There were enough resources to run the program.	1	2	3	4	5	N/A
This program helped me access other needed services.	1	2	3	4	5	N/A



What did you like most about how the program was offered? \_\_\_\_\_

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What would you change about the program? \_\_\_\_\_

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Is there anything else you want to tell us about the program? \_\_\_\_\_

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# Outcome Survey

Program: \_\_\_\_\_ Date: \_\_\_\_\_

Tell us a little about yourself: Age: \_\_\_\_\_ Gender: \_\_\_\_\_

How did this program impact you? Please rate your agreement with the following statements.

Knowledge and Skills	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
<b>As a result of this program:</b>							
I am better at preparing food (cooking, baking, culinary skills).	1	2	3	4	5	6	7
I am better at budgeting and managing food.	1	2	3	4	5	6	7
I am more aware of local food issues.	1	2	3	4	5	6	7
I have better skills to make the most of the food available (e.g., cooking in larger batches; preserving food for later use; making groceries last longer, etc...).	1	2	3	4	5	6	7
I better understand food and cooking terms.	1	2	3	4	5	6	7
I am better at using math in the kitchen (e.g., adapting recipes; totalling food costs or quantities).	1	2	3	4	5	6	7
I am better at planning and organization in the kitchen.	1	2	3	4	5	6	7



Thoughts, Feelings, & Social	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
As a result of this program:							
I feel more confident.	1	2	3	4	5	6	7
I feel better about myself.	1	2	3	4	5	6	7
I feel more connected to others.	1	2	3	4	5	6	7

Access and Practice	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
As a result of this program:							
I have more access to healthy food.	1	2	3	4	5	6	7
I have more access to local food	1	2	3	4	5	6	7
I eat more healthy food.	1	2	3	4	5	6	7
I eat more local food	1	2	3	4	5	6	7
I eat healthy foods regularly.	1	2	3	4	5	6	7
I am more likely to prepare food from scratch.	1	2	3	4	5	6	7

For you, what was the biggest change or improvement from the first session to the last session? \_\_\_\_\_

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What do you want to learn more about in the future? \_\_\_\_\_

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## Culinary Skills Training Outcomes

Please rate your agreement with the following statements:

Culinary Skills	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
<b>As a result of this program, I know how to:</b>							
Operate equipment in the kitchen.	1	2	3	4	5	6	7
Plan menus.	1	2	3	4	5	6	7
Prepare and cook various dishes/foods.	1	2	3	4	5	6	7
Present and plate a meal.	1	2	3	4	5	6	7
Follow food handling and health and safety measures in the kitchen.	1	2	3	4	5	6	7
Work as part of a team.	1	2	3	4	5	6	7

How do you expect to use the skills you learned in this program – please check all that apply:

- job placement
- further training
- volunteer work
- cooking for self & family
- other \_\_\_\_\_



# Volunteer Outcome Survey

Program: \_\_\_\_\_ Date: \_\_\_\_\_

Tell us a little about yourself: Age: \_\_\_\_\_ Gender: \_\_\_\_\_

**We want to know about your volunteer experience.** Please rate your agreement with the following statements:

	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
<b>As a result of volunteering with this program...</b>							
I am more aware of local food issues.	1	2	3	4	5	6	7
I know how to participate in my local food system.	1	2	3	4	5	6	7
I made an impact on my local community.	1	2	3	4	5	6	7
I learned new skills.	1	2	3	4	5	6	7
I had an impact on my local community.	1	2	3	4	5	6	7

How did your volunteering help your community? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How did your volunteering help you? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else you would like to share about your volunteer experience? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Show & Tell Your Story

### Instructions

- 1) **Caption.** On the card provided, write a brief explanation of what you learned and why it matters. Write in big letters!
- 2) **Photograph.** What image could represent the most important thing you learned in this program? Take a photo and include your caption card in the photo.

Don't include your name on the caption card and remember to ask before taking photos of people!

### Background and permission

These photos and captions help us evaluate the program to figure out what we can improve and what kind of impact we're having. We will be analysing the content of the photos and captions. If you give us permission, we would also like to share your photo and caption with others, including on our website and through reports and event displays.

Do you give permission for your photo and caption to be shared publicly?

- Yes, please share my photo and caption  
 No thanks, I'd prefer to keep this private\*

\* if you choose not to share your photo, please write "private" on your caption card before taking the photo

Would you like to receive a copy of your Show and Tell photo & caption by email? If so, please provide your email address:

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# Good Food Brampton Program Start: Photo Release Form and Permission for Follow-Up Contact

Program: \_\_\_\_\_ Date: \_\_\_\_\_

## Photo Release

I give Good Food Brampton and program partners permission to use photographs that include me in presentations, exhibits, and written works, as long as they do not identify me by name or through other background information. I do not wish to inspect or approve the way the picture of me is used in the finished product(s) of this program.

Name of person photographed (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Consent of parent or legal guardian if above named individual is a minor (under 16)

As the parent or legal guardian of the minor named above, I consent and agree to the terms outlined regarding the use of photos.

Signature: \_\_\_\_\_ Relationship to minor: \_\_\_\_\_

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## Permission for Follow-Up

*Please check all that apply:*

I give Good Food Brampton permission to contact me in the future:

- To follow-up about program impacts and outcomes.
- To share information and updates about Good Food Brampton.
- To ask for input on community issues.
- Never. I would prefer not to be contacted in the future.

Please get in touch by:

email: \_\_\_\_\_

phone: \_\_\_\_\_

other: \_\_\_\_\_





## Good Food Brampton Evaluation Consent Form

We take our work seriously. Please help us make sure our programs are effective by telling us about your experience in the program and how the program impacted you.

We will use the information from the evaluation to:

- Ensure our services are effective and meeting the needs of our community
- Better understand your needs to help design future programs
- Help government and other funders understand how our agency supports sustainable food systems

This evaluation is voluntary. You may choose not to answer any or all of the questions. Your participation in the program will not be affected by your decision to participate in the evaluation.

Your name or any other identifying information will not be used in any report or shared publicly.

If you have any questions about participating in the evaluation that are not answered here, please ask program staff. You can request a copy of this letter for your own records.

By signing below, you provide consent to participate in the program evaluation.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Consent of parent or legal guardian if above named individual is a minor (under 16)

As the parent or legal guardian of the minor named above, I consent and agree to the terms outlined regarding the use of evaluation data.

Signature: \_\_\_\_\_ Relationship to minor: \_\_\_\_\_

