Using Data to Inform Program Improvement

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Local Evaluator

Kaiser Permanente’s Healthy Eating Active Living (HEAL) Initiative
What we’ll cover

- Evaluation Overview
- Model For Using Data for Program Improvement
- Exercise
EVALUATION OVERVIEW
Evaluation methods & activities

- DOCC
  - Interviews
  - Online surveys
- Adult Survey
- Youth Survey
- Fitnessgram
- KP member
- Strategy evaluations
- Photovoice
### Who participates in what parts?

<table>
<thead>
<tr>
<th></th>
<th>HEAL Zones (6 sites)</th>
<th>HEAL Partnership Grants (2 sites)</th>
<th>Healthy School Partnership</th>
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</thead>
<tbody>
<tr>
<td>DOCC</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Strategy-level evaluation</td>
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<td>Photovoice</td>
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<tr>
<td>Collaborative key informant interviews and surveys</td>
<td>X</td>
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<td>School survey</td>
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<td>Adult mail survey</td>
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<tr>
<td>KP member data</td>
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EVALUATION OVERVIEW
Model: Using Data for Program Improvement

- Identify Data Sources
  - Clarify outcomes
  - Partner data
  - Divide and conquer

- Implementing Modified Plan
  - Set up measures to assess if new course is working
  - Action planning
  - Identify immediate next steps

- Strategic Planning

- Mining Data
  - Summarize data
  - Identify themes and patterns
  - Confirm things you knew
  - Identify new information

- Strategic Thinking
  - Ask critical questions informed by data
  - Fatten the figures (get the full story)
  - Collective process
EXERCISE
Instructions

- Count off from 1-4
- Break up into groups by number (assign a facilitator/time keeper and a note taker)
  - Group 1 and 2 will focus on nutrition strategies
  - Group 3 and 4 will focus on physical activity strategies
- Once you have identified your group strategy find on your table:
  - Handout with a description of your strategies and instructions for the exercise
  - Data sheet with data findings from the youth survey, teacher survey, principal interviews, and DOCC Dashboard report
- Take 10 minutes to review the handouts
- Answer report out question
- Judges will choose the winner!!!!