Appendix A – Evaluation Planning Worksheets #1-3

Worksheet #1 – The Activities of Your CFA

	Systems and Policy Change Initiatives	Direct Community Food Actions for Individuals and Groups
Activities from the Framework	• Undertake research, develop resources, convene stakeholders (government, private sector, NGOs, farmers), etc. to raise awareness about local food security issues • Create partnerships with stakeholders • Engage in food security policy development, advocacy	• Provide education and resources on food, nutrition, access and use • Facilitate shared food production and use • Facilitate shared food preparation and use • Create affordable options for local food access • Provide emergency food access
List the Activities of your *own* program		

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Worksheet #2a – Identifying Your Outcomes – Individual/Group Outcomes of Direct Community Food Actions

CFA Outcomes From the Framework	Additional Details About the Outcome	Some Examples of CFAs that Relate to these Outcomes	Applies to Us? ✓	How would you word this outcome for your own CFA?
Short-Term Outcomes: Knowledge and Skills				
• **Increased knowledge and skills** o in food production o in food preparation o in food budgeting, management, and use	Knowledge and skills have increased about the importance of food security, healthy food production and preparation, and strategies for accessing food inexpensively has increased.	This group of outcomes group makes sense for CFAs with a clear "training component", like many community kitchens, community gardens, or business development programs.		
• **Improved coping skills in managing food insecurity**	Knowledge and skills have increased about healthy and unhealthy strategies for coping with food insecurity.			
• **Increased awareness of the local and global food system**	There is greater awareness of where food comes from, the implications of food choices, and the relationship between local and global food security issues.	This outcome makes sense for CFAs like food co-ops, community garden, farm-to-school or farm-to-cafeteria programs.		
Short-Term Outcomes: Food Availability and Affordability				
• **Increased production and distribution of food**	Food is increasingly produced, shared, and distributed in a range of community locales and contexts.	Entrepreneurial food and agriculture related activity, farmers markets, food boxes and baskets, food co-ops, and community gardens may fit here. Also, CFAs attempting to change the practices of grocery stores may choose these outcomes.		
• **Increased affordability of food**	Healthy food is more affordable – markets are competitive, prices are lower, consumer decisions are improved, people have greater purchasing power, etc.			
• **Increased availability of food**	More healthy food is made available to the local community. Food is not wasted or misused, but directed to those in need. Food availability is community-driven and generated.			

(Continues)

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Worksheet #2a – Identifying Your Outcomes – Individual/Group Outcomes of Direct Community Food Actions (continued)

CFA Outcomes From the Framework	Additional Details About the Outcome	Some Examples of CFAs that Relate to these Outcomes	Applies to Us? ✓	How would you word this outcome for your own CFA?
Intermediate Outcomes: Access and Consumption				
• **Increased acquisition of healthy food** • **Increased consumption of healthy food**	People have greater choices and are able to access more healthy food as a result of the CFA Because of greater access, healthy, balanced, food consumption increases among people.	Many types of CFAs, including community gardens, farm-to-table/ farm-to-school programs, or food banks may choose these outcomes. CFAs that have regular, ongoing contact with their participants will find it easier to measure this outcome.		
• **Increased stability and regularity of healthy food use**	People are able to acquire and use healthy food in ways that are sustainable over time. Healthy food access is normalized.			

Worksheet #2b – Identifying Your Outcomes – Systems and Policy Change Outcomes

CFA Outcomes From the Framework	Additional Details About the Outcome	Some Examples of CFAs that Relate to these Outcomes	Applies to Us? ✓	How would you word this outcome for your own CFA?
Short-Term Outcomes: Awareness				
• **Greater awareness among decision-makers and opinion leaders of food security and social planning needs**	One or more target groups are more aware of the prevalence, nature, underlying causes, or effects of food security issues.	This outcome is appropriate for CFAs that engage in systemic advocacy work, like lobbying, coalition building, or policy analysis.		
• **Greater community awareness of food security issues**	Members of the community at large are more aware of the prevalence, nature, underlying causes, or effects of food security issues.	This outcome fits for CFAs that involve public awareness or media campaigns.		
Short-Term Outcomes: Partnerships				
• **Multi-sector partnerships are formed or strengthened between organizations in food and related systems**	New organizations or individuals have become involved in food security work in an ongoing and substantial way. They may have become more involved in the work of your CFA, or in other efforts linked to your work. They may be sitting on committees or coalitions, volunteering, supporting events, providing in-kind support, or co-leading programs. Target groups become aware of the potential for a particular strategy or action and express support for it.	CFAs that invest considerable time in networking and coalition building, above and beyond the normal networking work involved in running any CFA have the best chance of making a measurable difference here.		
Intermediate Outcomes				
• **Development and/or enhancement of a broad range of policies, funding, and initiatives that increase food security, particularly for vulnerable communities**	New policies are created, diverse funding opportunities evolve, and new community initiatives and ideas emerge around the issues of food security. New donations and investments are made and the sustainability of community food action work is increased.	These outcomes may fit for CFAs doing systemic advocacy, policy development, coalition building, research, or needs assessment.		
• **Expansion and improvement of existing CFAs**	Existing CFAs are supported to improve their outcomes and expand their reach.			
• **Development of new and innovative CFAs to meet local needs**	New CFAs are developed, supported, and initiated to meet new and changing community needs.			

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Worksheet #2c – Long-Term Outcomes

CFA Outcomes From the Framework	Additional Details About the Outcome	Some Examples of CFAs that Relate to these Outcomes	Applies to Us? ✓	How would you word this outcome for your own CFA?
• **Decreased personal and social disruption surrounding food acquisition**	Access to food has become more convenient, more timely, less time consuming, and less stressful. Levels of worry or uncertainty over food have decreased.	Most community food action programs, and especially those that have ongoing contact with a defined group of participants, can measure this outcome.		
• **Reduced stigma and dignity relating to food access**	Food access improves without carrying feelings of stigma and charity. Improved food security is dignified and associated with normalized community participation.			

Worksheet #3 – Creating a Model of Your CFA

	Systems and Policy Change Initiatives	Direct Community Food Actions for Individuals and Groups
Program Activities		
Outputs		
Short-Term Outcomes		
Intermediate Outcomes		
Long-Term Outcomes	• Decreased family stress and life disruption due to food insecurity • Reduced stigma and greater dignity in relation to food access • Reduced vulnerability to chronic and other diseases/Improved overall health and well-being	
Long-Term Outcomes (add your own if necessary)		

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Appendix B – Evaluation Components, Staff Commitments, and Rough Timeframes

Evaluation Planning Component	Activities may include…	Time Required	Timeframe	Staff Allocation
Project management and communication	• Develop overall plan and schedule • Delegate and coordinate evaluation tasks • Communicate with stakeholders	Ongoing – 1.5 days/week	1 month for start-up, program cycle, 1-2 months post program	Lead staff person
Engagement with stakeholders	• Form multi-stakeholder advisory committee • Inform participants of evaluation	Twice month, 2-3 hr. meetings plus ongoing communi-cation	Monthly or bi-monthly meetings	Lead staff person with staff support
Development of CFA model and evaluation priorities	• Develop CFA model • Review with staff and committee • Generate evaluation questions • Set evaluation priorities	Half day staff/stakeholder meeting; 2 days of fine-tuning, then feedback and revision	At start-up of evaluation	All staff and advisory committee
Identify available data	• Review tools and procedures already used • Review existing data collected from participants • Identify measurement gaps based on outcomes	1 day of review, staff consultation	At start-up of evaluation	Staff responsible for existing data procedures.
Evaluation design and tools	• Incorporate existing data and procedures • Select available tools based on outcomes • Create custom tools based on outcomes • Develop the evaluation design and sampling	3 to 5 days, although this may be fairly quick if measurement resources are readily available	At start-up of evaluation	Lead staff with staff support
Data collection	• Recruit participants • Collect data based on methods (e.g., focus groups, interviews, surveys, intake forms, etc.)	Depends on ease of access of participants to participants, and type and amount of data collection. Data entry and analysis can be quick once a database is in place. Transcription and qualitative analysis is time consuming.	Depends on design, but at least before and after program	Staff, students, volunteers
Data entry and management	• Transcribe interview/focus group data or notes. • Enter quantitative data into database; coding; data management		As data comes in	Staff with database management skills
Data analysis	• Quantitative and qualitative analysis (descriptive, narrative, statistical)		As data comes in and at end of evaluation	Lead staff with staff report
Reporting and dissemination	• Interim and final reports of findings, executive summary, fact sheets, presentations, posters, forums, etc.	7 or more days over a month time frame or more.	At end, after analysis	Lead staff with staff support and advisory committee
Actions based on findings	• Modification, addition or streamlining of CFA, new materials, approaches, new resource allocation, funding proposals, dissemination, etc.	Actions may go far beyond the "project" and involve the whole organization		All stakeholders

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Appendix C – Content Examples for an Evaluation Planning Table (Worksheet #4)

Worksheet #4 – Content Examples for an Evaluation Planning Table

Direct Community Food Actions for Individuals & Groups			
Outcomes	**Evaluation Questions**	**Indicators**	**Tools**
Increased knowledge and skills • **food production** • **food preparation** • **food budgeting** • **awareness of food system** • **coping skills in managing food insecurity**	Have participants learned new skills? Have participants applied the skills learned in the CFA at home?	• Self-reported knowledge • Re: coping skills, a reduction of poor coping skills (e.g., skipping meals) may be captured by several of the "Access and Consumption" indicators and tools (see below)	• Customized tools using scales, true/false, written feedback, etc. • Focus groups and interviews that focus on their learnings, usefulness of the knowledge, how they use knowledge in practical contexts, etc. • The *Community Gardener Survey* (for garden initiatives)
Increased production and distribution of food	How much food has our CFA distributed? To whom?	• Food production/ distribution outputs: o number of food baskets, o number of meals o kilograms or other amount of food generated, produced, donated, collected, distributed, or gleaned	• The *Common Output Tracking Form* tracks outputs of many types of community food action programs
Increased affordability and availability of food	Has our CFA led to a reduction in the cost of food for participants?	• Household reports of food affordability; financial ability to buy food	• *United Sates Household Food Security Survey Module*
	Has our CFA made healthy food more available and affordable in the community?	• Grocer reports of their ability to make food available and affordable	• *The Rural Grocery Store Customer Survey*
		• Customer reports of food availability	• *The Rural Grocery Store Owner Survey*
		• Cost of individual food items • Number of missing food items (by store, market, etc.)	• Store checklist of *Health Canada's National Nutritious Food Basket* or *Aboriginal Affairs and Northern Development Canada's Revised Northern Food Basket*
Increased access and consumption of nutritious food **Increased stability and regularity of healthy food use**	Do participants have more food, or more healthy food, as a result of participation?	• Household reports of eating/meal frequency, food intake (general frequency) • Household reports of food depletion; running out of food	• *Promising Practices Food Security Tool* • *Coping Strategies Index*
	To what degree has the food consumption of participating families become healthier?	• Household reports of dietary diversity (frequency of different foods consumed)	*Household and Individual Dietary Diversity Questionnaires*

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Worksheet #4 – Content Examples for an Evaluation Planning Table

Systems and Policy Change Initiatives			
Outcomes	**Evaluation Questions**	**Indicators**	**Tools**
Greater awareness among decision-makers and opinion leaders of food security and social planning needs	Has our CFA improved awareness among decision makers and opinion leaders?	Reports from decision makers and opinion leaders of their awareness of food security issues, initiatives, needs, etc.	• Tools are usually customized and made specific to the initiative and the issues of concern. • The *Whole Measures Evaluation Rubric* can provide information on awareness.
Greater community awareness of food security issues	Has our CFA raised awareness about specific topics related to food security?	Citizen reports of awareness of food security issues, initiatives, needs, etc.	
		Survey responses from community member	• A community-wide "public opinion" type survey could be used to gauge attitudes.
Multi-sector partnerships are formed or strengthened between organizations in food and related systems	Who are our partners and how are they involved? Have we developed partnerships with new sectors of the community?	• Records of partnership structure, roles, agreements, plans, actions, etc. • # of partnership members • # and type of action items identified and implemented • # and type of champions identified • # and type of resources, policies, materials	• Custom tracking forms and basic tracking tools like meeting minutes and membership lists can be used to track these indicators. • Tracking Forms on coalition activities from the *Community Food Project Evaluation Toolkit* [7]
Development of new social system policies, funding allocations, and initiatives that support improved food access **Expansion and improvement of existing CFAs** **Development of new CFAs designed to meet local needs**	Have new food security initiatives, policies, and practices emerged since our work began? Has our work played a role in the development of those initiatives?	• # and type of new CFAs • amount of new funding attached to food security initiatives • # and type of new food security related policies drafted • # and type of new food security related policies adopted	• Custom tracking forms and basic tracking tools like meeting minutes and membership lists can be used to track these indicators. • A range of tracking forms for food security coalitions are available from the *Community Food Project Evaluation Toolkit* [6] (Chapter 8, p. 201)
		• Stakeholder (partners, non-profits, government, citizens, etc.) perspectives on the role of the partnership in local food security issues	• The *Whole Measures Rubric* • Custom designed focus groups or interviews

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[7] National Research Centre (2006). Community Food Project Evaluation Toolkit. Boulder, CO: Community Food Security Coalition.

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Worksheet #4 – Content Examples for an Evaluation Planning Table

Long-Term Outcomes			
Outcomes	**Evaluation Questions**	**Indicators**	**Tools**
Decreased family stress and life disruption due to food insecurity	Are participants experiencing less stress related to nutrition? Are participants spending less time and energy coping with food insecurity?	• Household reports of family stress and life disruption.	• The *United States' Household Food Security Survey Module* explicitly asks about "worry" or "concern" about food security. This tool could be used over longer-term time periods. • In-depth interviews with family members regarding the longer term outcomes of the initiative in relation to reducing stress and life disruption.
Reduced stigma and greater dignity	Do participants feel stigmatized by their difficulties acquiring food and feeding their families? Do they achieve greater dignity (e.g., through self-sufficiency) in relation to food.	• Household reports of stigma associated with food insecurity. • Household reports of dignity and its relationship to food security.	• In-depth interviews with family members regarding the longer term outcomes of the initiative in relation to reduced stigma and improved dignity. • Customized rating scales of self-perceptions on these dimensions.

Worksheet #4 – Evaluation Planning Table (blank template)

Outcomes	Evaluation Questions	Indicators	Tools	Timelines

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