

# Demystifying Evaluation of Environmental and Policy Change Strategies



an ICF International Company

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**Environmental and policy change (EPC) strategies** *are prevention strategies that aim to improve policies, systems, and environments to promote health*



# Presentation Overview

1. Why evaluate?
  2. Evaluation logic model
  3. EPC as an outcome
  4. EPC as an intervention
  5. Tools and resources
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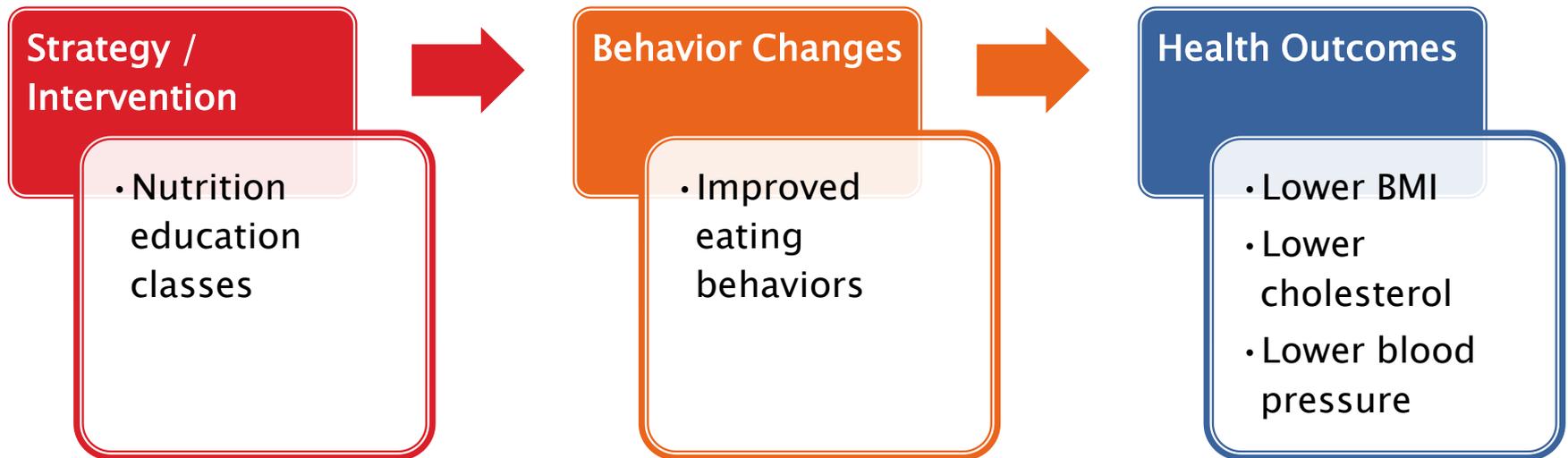
# Why Evaluate?



- ▶ Opportunity for learning
- ▶ To improve strategic efforts
- ▶ To promote sustainability
- ▶ To be accountable to funders

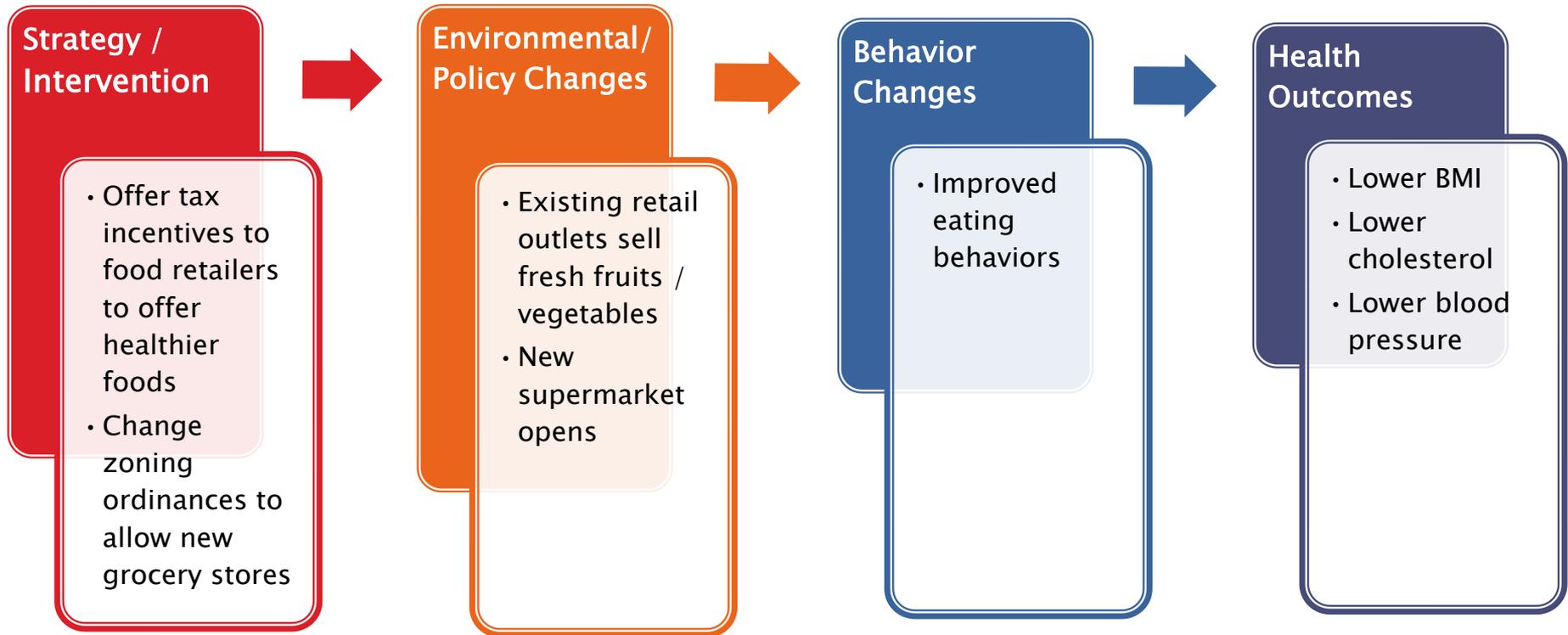
# Traditional Program Evaluation

## Logic Model

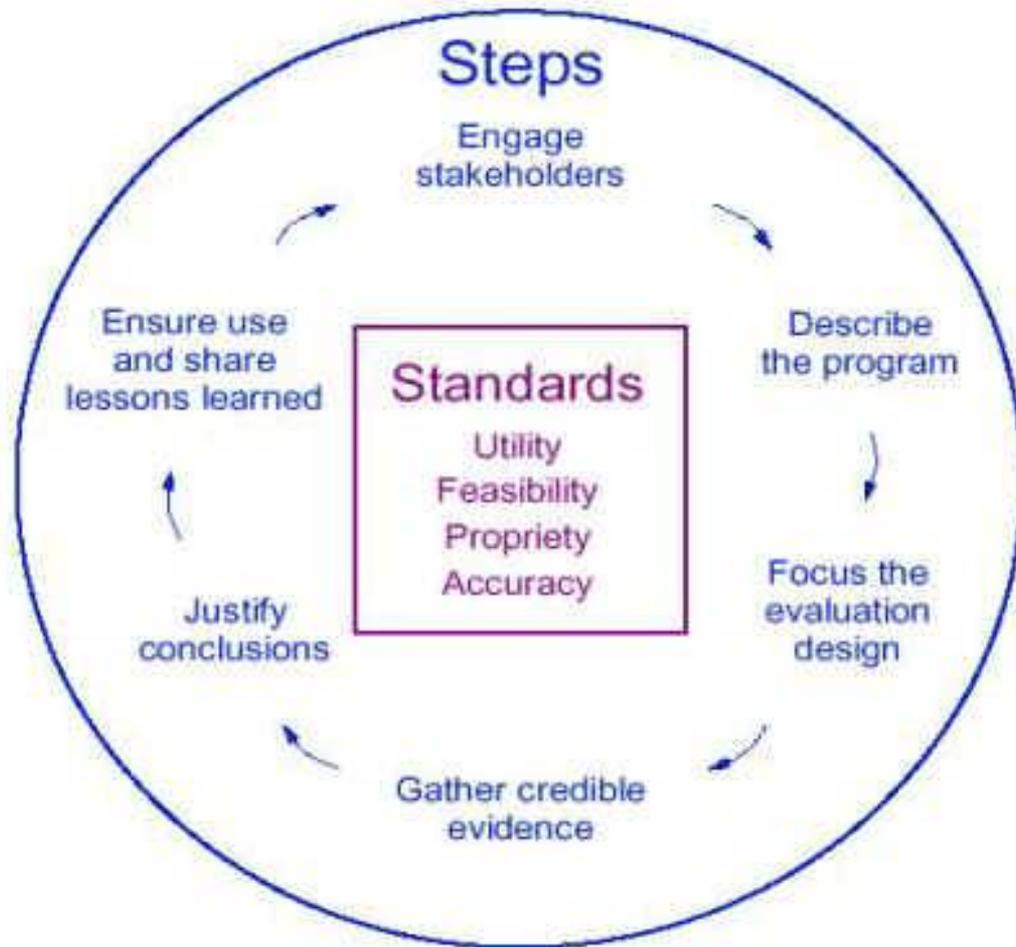


# EPC Evaluation

## Logic Model



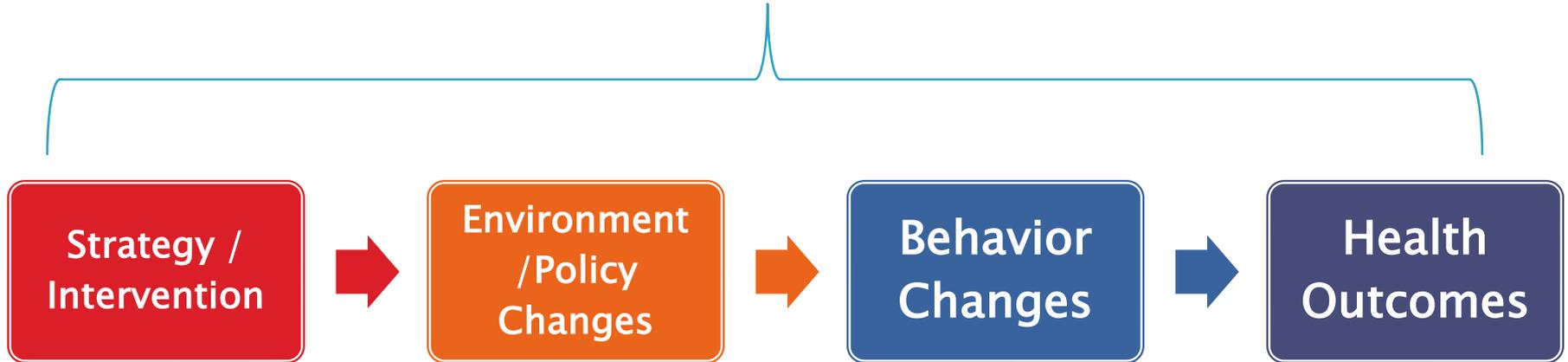
# CDC Evaluation Framework



Evaluation steps are universal to all types of evaluation, including environmental and policy change strategies

# Focusing EPC Evaluation

3-10+ years?



# Focusing EPC Evaluation

## EPC as the Desired Outcome of the Evaluation

Strategy /  
Intervention



Environment  
/Policy  
Changes



Behavior  
Changes



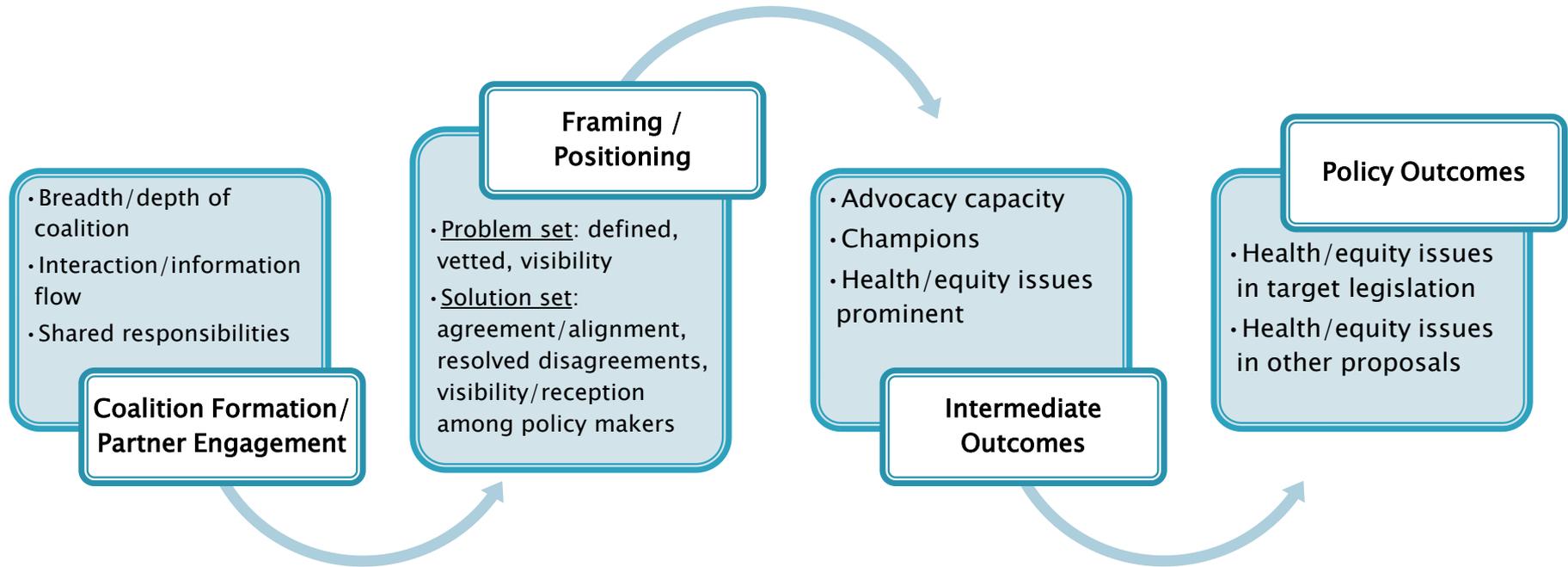
Health  
Outcomes

- What environmental and policy changes were achieved?
- What milestones were achieved along the way?
- Were partners engaged across multiple fields and sectors?
- Were strategies targeted to highest need/priority areas?

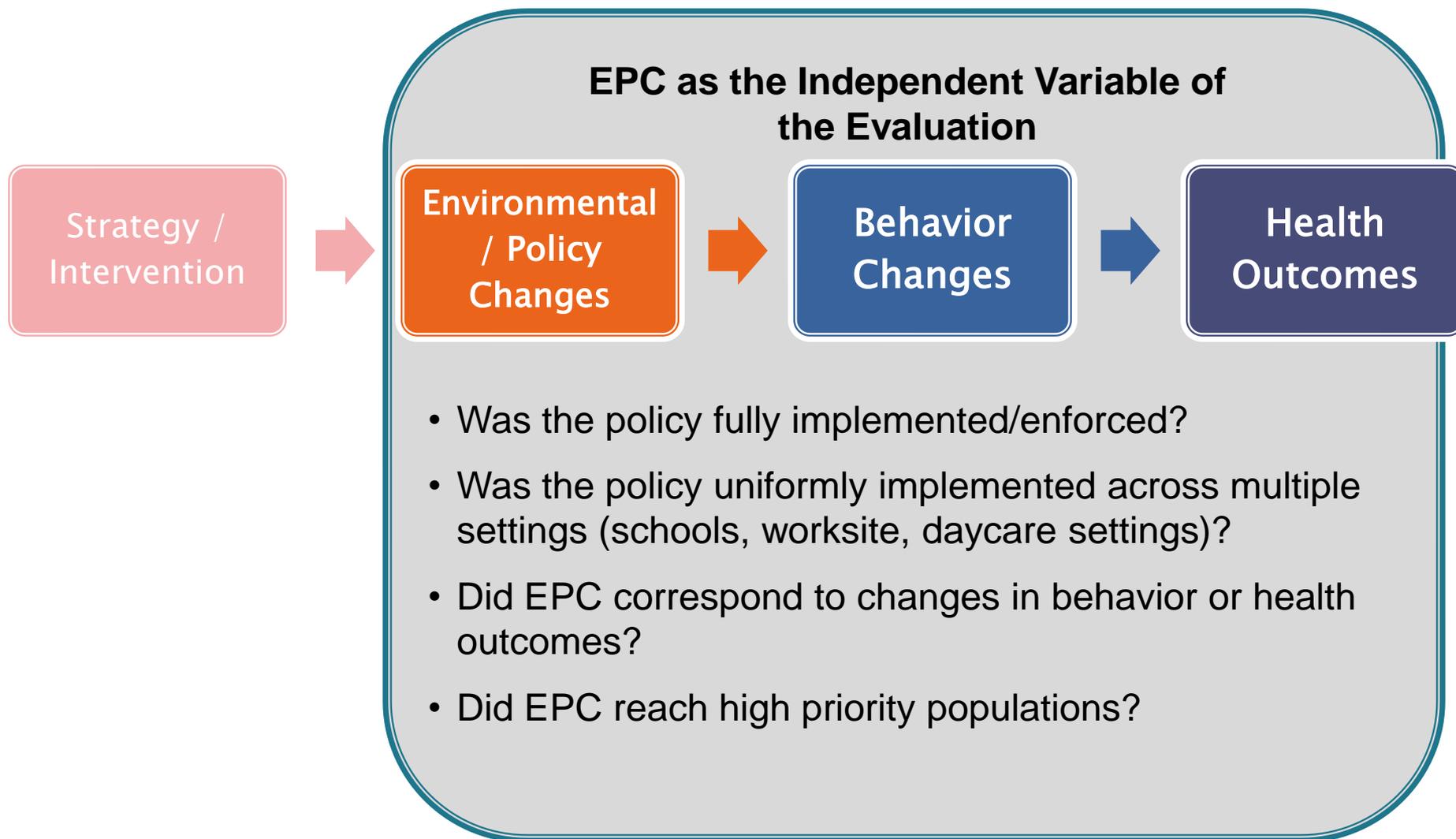
# When EPC is the Outcome

- ▶ Don't limit yourself to all or none outcomes
  - ▶ Articulate intermediate milestones for demonstrating progress
  - ▶ Every process is different
  - ▶ Document stories, challenges, & lessons learned
  - ▶ Examine quality and nature of multi-field partnerships
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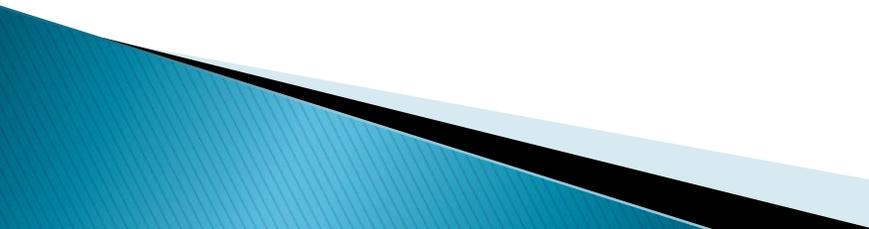
# Policy Change Domains



# Focusing EPC Evaluation



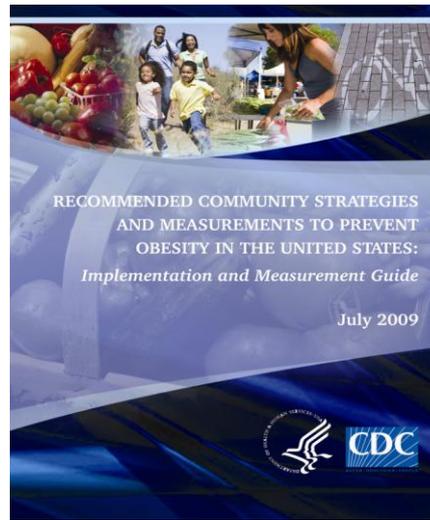
# When EPC is the Intervention

- ▶ Measuring policy implementation and enforcement can be time and resource intensive
  - ▶ Define your target population
  - ▶ Take advantage of existing data sources
  - ▶ Focus on contribution rather than attribution
  - ▶ Don't expect big changes from one intervention – use a comprehensive approach
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## The Measures Project (aka COCOMO)

Purpose: 24 EPC strategies  
and measures for local  
governments

<http://www.cdc.gov/obesity/recommendations.html>



## Bridging the Gap

Purpose: to improve the understanding of how policies and environmental factors affect diet, physical activity and obesity among youth, as well as youth tobacco use.

[www.bridgingthegapresearch.org](http://www.bridgingthegapresearch.org)

## The Change Tool

Purpose: Community assessment provides snapshot of local policy, systems, and environmental change strategies currently in place

<http://www.cdc.gov/healthycommunitiesprogram/tools>

# Key Points

- ▶ Evaluation is an opportunity for learning
  - ▶ Fundamental evaluation steps apply to EPC strategies
  - ▶ Match your outcome expectations with your timeline
  - ▶ Build intermediate milestones into your evaluation design (not all or none outcomes)
  - ▶ Focus on contribution rather than attribution
  - ▶ Tell your story!
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# Contact Information

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