

Planning the evaluation of a framework:


The Public Health Nutrition Framework for Action experience

Canadian Public Health Association National Conference

June 14, 2016

Presentation overview

- Public Health Nutrition Framework for Action
- Timeline
- Evaluation process
- Lessons learned



**New Brunswick
Public Health Nutrition
Framework for Action
2012-2016**

- Population Health Approach
- 6 Strategic Directions
- 5 Priority Areas for Action



Priority Areas for Action

- Food security
- Healthy environments
- Prenatal and early childhood nutrition
- Breastfeeding
- School-aged children and youth

Strategic Directions

- **Building capacity**
- Partnerships and collaboration
- Knowledge management and communication
- Comprehensive approach
- Policy
- **Surveillance, monitoring, evaluation**

Timeline

Year	Activity
2011	Evaluation working group formed
2013	Logic model completed
2013	Process evaluation completed
2014	Working group expanded / evaluation workshop
2015	Evaluation plan approved
2015	Implementation of evaluation plan

Objectives

- Provide recommendations and tools
- Include a variety of approaches
- Recognize diversity of initiatives
- Be relevant and useful to all three lead organizations
- Be implemented collectively and individually

Project resources

- Project coordinator
- Telecommunication resources
- 2 capacity building events
- 4 sub-working groups
 - Learning network (9 members)
 - Priority areas indicators (2 members)
 - Strategy indicators (5 members)
 - Coordinating group (4 members)

The Questions

There are five questions that need to be answered when developing a user profile. These include:

#1: Primary Intended Users: Who are the primary intended users of the evaluation?

#2: Major Questions: For each primary intended user, what are the questions they would like answered in the evaluation?

#3: Primary Intended Use: What is the primary intended users' *primary intended use* of the evaluation findings? (a.k.a. what decisions will they make with the evaluation's findings?).

#4: Preferences: What are the key features to keep in mind to improve the probability that primary intended users "use" the evaluation findings (interpretive lenses, preferences for data and methods, their interest in participating in making sense of the findings)?

#5 Windows of Use: When does this primary user need the evaluation feedback?

Primary Intended User	Major Evaluation Questions	Primary Intended Use	Preference	Windows of Use
Horizon Public Health Dietitians	Did the action plan developed for each identified priority areas have an impact?	help identify impactful initiatives	It is clearly identified what the impact was and how successful it was	When the review of the impact is completed
	Have evidence-based leading practices been identified and shared?	ensure that they are implemented in other areas, if applicable	Identification of the leading practices components	Upon identification of the leading practices, to share accordingly
	Have unique/innovative successful initiatives been shared?	ensure that they are implemented in other areas, if applicable	Identification of the reasons for success	Upon identification of the successful initiatives, to share

Goal: To identify how successful the framework was at coordinating and influencing Public Health nutrition practice in NB and fostering the use of a population health approach. These findings will be used to inform the future evolution of the framework.

Evaluation Question	Indicator	Data Collection Method	Resources, timing and other considerations
1. To what extent did the framework achieve its purpose [to establish a coordinated approach and to guide nutrition practice across the Public Health system in New Brunswick]?	1.1 Perception of framework leaders regarding the extent to which the framework coordinated and guided the Public Health system's approach to nutrition practice in the province. 1.2 Perceptions of framework leaders regarding barriers and facilitators to the achievement of the framework's purpose.	1.1-1.2 Key informant interviews	1.1-1.2 Key informant interviews <ul style="list-style-type: none"> • <i>Who:</i> Framework leaders • <i>When:</i> End of the framework's lifecycle • <i>How:</i> External evaluator under the direction of the evaluation steering committee. • <i>Other:</i> In addition to probing related to indicators 1.1 and 1.2 interviews should also try and elicit suggestions for how to overcome barriers to achieving the framework's purpose in order to inform the future evolution of the framework.
2. To what extent, and how, did we take action on our priority areas for action [food security; healthy environments; prenatal and early childhood nutrition; breastfeeding; school-aged children and youth]?	2.1 Number and type of population health activities/initiatives undertaken within each of the priority areas by the lead organizations [OCMOH, Horizon, Vitalité]. 2.2 Public Health practitioners' perceptions of the challenges and facilitators to taking actions on the priority areas. 2.3 Framework leaders'	2.1 Document review 2.2 World Café 2.3 Key informant interviews	2.1 Document review <ul style="list-style-type: none"> • <i>When:</i> <ul style="list-style-type: none"> ○ 2015 (documents from June 2012 to December 2014) ○ End of framework (documents from January 2015 onward). • <i>How:</i> Coordinated by evaluation steering committee with support from an evaluate consultant (2015 only). • <i>What:</i> This document review should emphasize documents such as: <ul style="list-style-type: none"> ○ Work plans ○ Framework updates ○ Case studies

Evaluation plan

- Six evaluation questions
 - Five sub-questions
- Forty indicators
- Five evaluation approaches
 - Surveys
 - Document review
 - Secondary data analysis
 - Word café
 - Key informant interviews

Lessons learned

- Clarity of purpose is paramount
- Prior engagement with the initiative being evaluated is an asset
- Smaller sub-working groups facilitated greater engagement
- Clear approval process is needed from the outset

Lessons learned

- Project lead connected to each sub-working group
- User profiles were crucial in the development of the evaluation plan
- Regular updates from the project lead to management from the lead organizations helped build buy-in for the final plan

QUESTIONS

Laura Brennan, RD, MHSc

Senior Program Advisor

Office of the Chief Medical Officer of Health

New Brunswick Department of Health

Laura.Brennan@gnb.ca