

**food&fitness**

A NATIONAL INITIATIVE OF THE  
W.K. KELLOGG FOUNDATION

# **Cross-Site Evaluation Tools and Responsibilities**

**February, 2009**

NOTE: All data derived at the sites belongs to the sites and can be subjected to any kind of analysis. The sites will share data with the UM Evaluation Team and the UM Evaluation Team will conduct cross-site analysis. Items described below refer to cross-site analysis.

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**Food & Fitness Cross-Site Evaluation Tools and Responsibilities**

<b>What is it?</b>	<b>How will the information be gathered?</b>	<b>How often will it be reported to UM?</b>	<b>Who is responsible for reporting to UM?</b>	<b>Who will analyze the data?</b>	<b>Who will interpret the data and write reports?</b>
<b>Collaborative Partners</b>	Evaluators will work with the collaborative to decide how	Annually	Local Evaluators	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Resource Tracking</b>	Evaluators will work with the collaborative to decide how	Annually	Local Evaluators	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Systems and Policy Change Success and Failure Stories</b>	Evaluators will work with the collaborative to decide how	Annually	Local Evaluators	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Site Reported Systems and Policy Changes</b>	Evaluators will work with the collaborative to decide how	Annually	Local Evaluators	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Technical Evaluation Report</b>	Evaluators will work with the collaborative to decide how	Annually	Local Evaluators	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Annual Report</b>	Co-conveners will work with the collaborative to decide how	Annually	Co-conveners	UM Evaluation Team	Local evaluators with UM Evaluation Team

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What is it?	How will the information be gathered?	How often will it be reported?	Who is responsible for reporting?	Who will analyze the data?	Who will interpret the data and write reports?
<b>Lessons Learned Interviews with 12-15 local Food &amp; Fitness collaborative members per site</b> <ul style="list-style-type: none"> <li>• Co-conveners and Staff</li> <li>• Community members</li> <li>• Youth</li> </ul>	Interviews are conducted by a member of the UM Evaluation Team with individuals from each collaborative	Annually	UM Evaluation Team	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Externally Reported Systems and Policy Changes</b> <ul style="list-style-type: none"> <li>• Community level</li> <li>• State level</li> <li>• Corporate</li> </ul>	Identification of changes by the UM Evaluation Team and external consultants	Annually	UM Evaluation Team	UM Evaluation Team	Local evaluators with UM Evaluation Team
<b>Health Status: BRFSS, YRBS, NHANES, Regional and state surveys</b>	UM Evaluation Team will collect these data once the most salient source is identified	To be determined	UM Evaluation Team	UM Evaluation Team	Local evaluators with UM Evaluation Team