

Process Vs. Outcome Evaluation Measures Game

Body & Soul Program Description:

Body & Soul is a proven dietary intervention among African American church members. The program aims to improve fruit and vegetable consumption among church members. The Body & Soul program components are delivered by church liaisons* and include: a) church-wide events to promote healthy eating (e.g., cooking classes, healthy food shopping classes, sermons on healthy eating, policy changes to use healthy food in church events), b) motivational phone calls from food counselors, and c) informational brochures on facts about health eating. Outcome data is collected using surveys with church members at baseline and 12 months. Process data is collected using interviews with church liaisons and church leaders about program implementation at 12 months.

*Persons responsible for implementing the program in their church



Instructions: From the program description above:

- List at least (4) process data measures to assess **what the program did**.
- List at least (4) outcome data measures to assess **how well the program worked**.

Process Measures

Outcome Measures (Immediate and Long-term)

Answers:

PM: Church members' exposure to churchwide events

PM: Number of phone calls made by food counselors

PM: Satisfaction with the Body & Soul program

PM: Number of sermons pastor preached on health eating

PM: Number of participants exposed to the program

PM: Number and type of policy changes made

OM (Immediate): Healthy food knowledge

OM (Immediate): Changes in attitudes about eating healthy

OM (Immediate): Changes in food preparation with fruits and vegetables

OM (Immediate): Increase in motivation to eat healthy

OM (Long-term): Increase in amount of fruits consumed

OM (Long-term): Increase in amount of vegetable consumed

OM (Long-term): Decrease in fat consumed