

ENAMORED WITH EVALUATION: LEARNING TO LOVE DATA

**CLOSING THE HUNGER GAP 2017 CONFERENCE
WEDNESDAY, SEPTEMBER 13, 2017
9:45 – 11:00 AM**

SPEAKERS

Dara Bloom, NC State College of Agriculture & Life Sciences

Daniel (DJ) Taitelbaum, Greater Boston Food Bank

Angela Whitmal, Manna Food Center

Sharon Feuer Gruber, Food Works Group

Jessica Allred, Missoula Food Bank

Kelli Hess, Missoula Food Bank

Karen Bassarab, Johns Hopkins Center for a Livable Future

AGENDA

- 1. Introduction to Evaluation**
- 2. Mapping the Need and Capacity Building**
- 3. Balancing Effectiveness, Equity, and Efficiency in Food Program Evaluation**
- 4. How to Evaluate Direct Service**
- 5. Question and Answer**

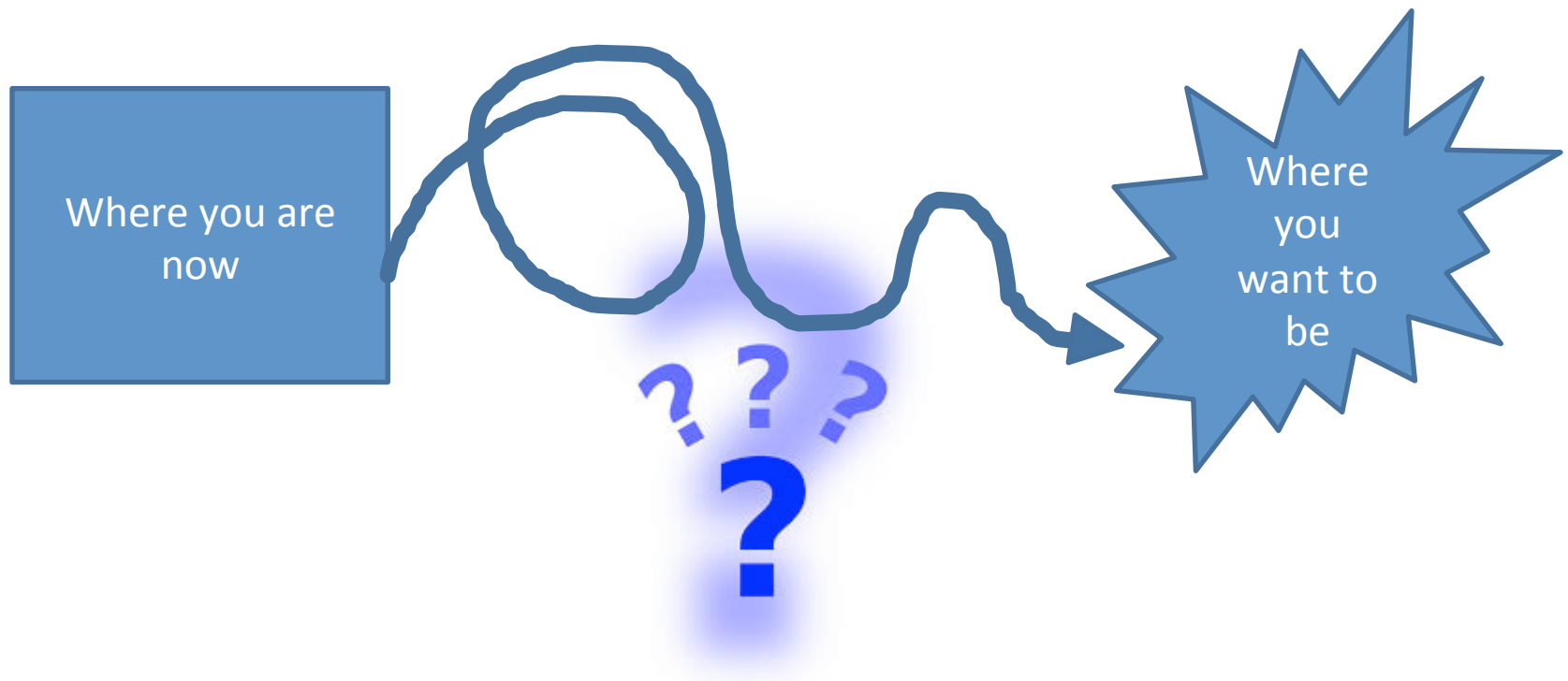
A Quick Introduction to Evaluation

Dara Bloom, dara_bloom@ncsu.edu
Assistant Professor and Local Foods Extension Specialist
North Carolina State University and NC Cooperative Extension
Closing the Hunger Gap Conference
September 13, 2017

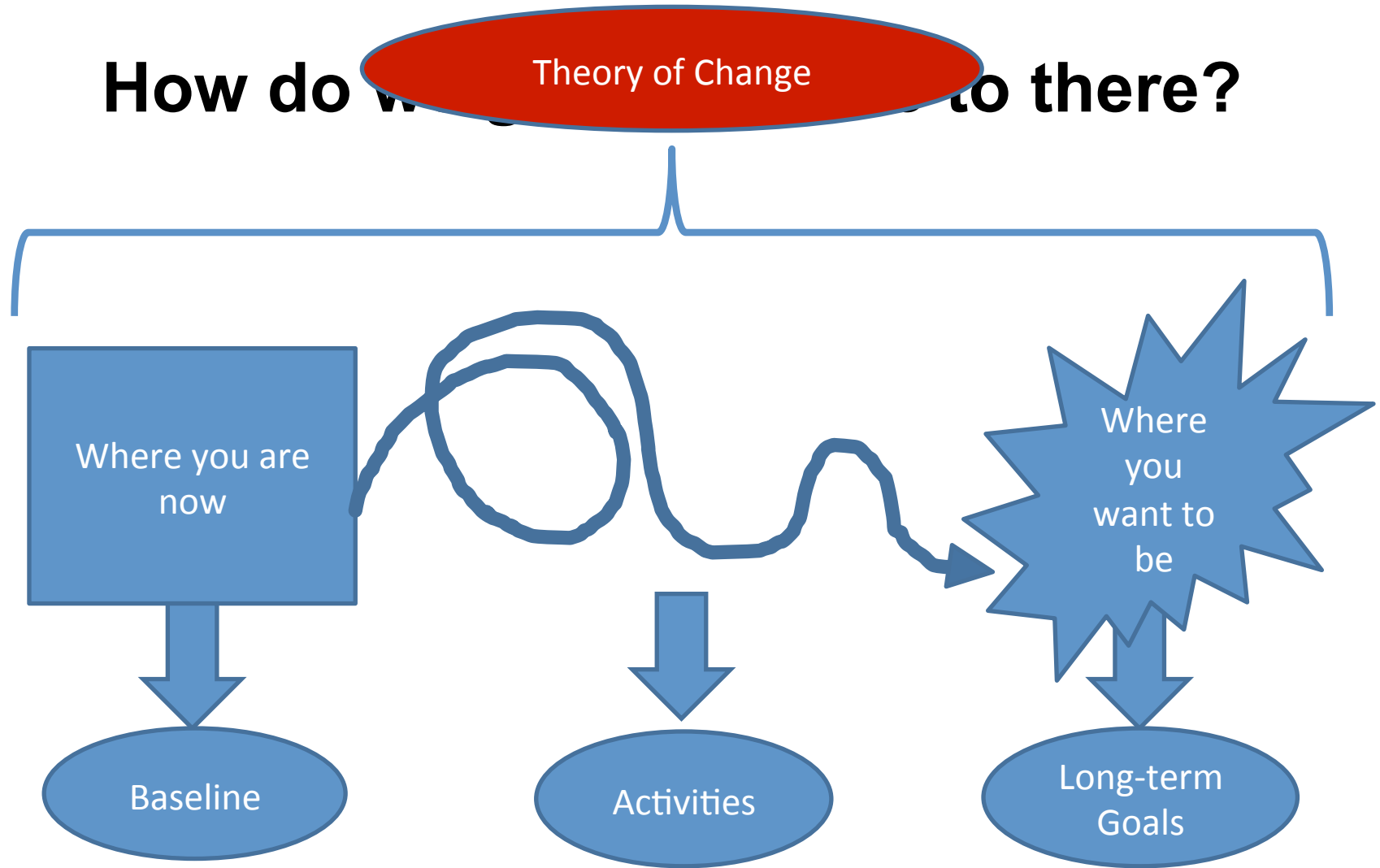
Why is evaluation important?



How do we get from here to there?

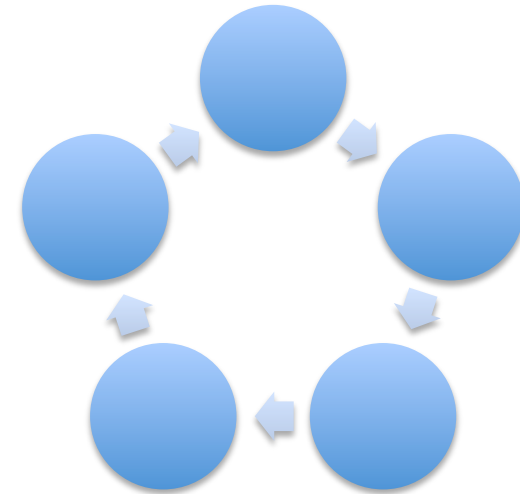


How do we get there?



Digging Deeper

- What is the purpose of the evaluation?
 - Decide what new programs to start
 - Improve performance of an ongoing program
 - Demonstrate outcomes of a finished program
- Who is your audience?
 - Funders/grant-giving organizations
 - Legislators
 - Program participants
- What questions are you trying to answer?
 - Will the information provided by answering these questions inform decisions about your programs' future?
 - Who decides which questions take priority?



Sample Design Matrix

Researchable Questions	Information Required and Sources	Scope and Methodology	Limitations	What this analysis will likely allow us to say
<i>What questions is the team trying to answer</i>	<i>What information does the team need to address the questions? Where will they get it?</i>	<i>How will the team answer each question?</i>	<i>What are the limitations and how will they affect the results?</i>	<i>What are the expected results of this evaluation?</i>
Question 1				
Question 2				
Question 3				

Source: Adapted from US Government Accountability Office, in Newcomer, Hatry, Wholey, 2015, Handbook of Practical Program Evaluation; Chapter 1: Planning and Designing Useful Evaluations

How do we go beyond pounds in/pounds out?

- Food distribution
 - Nutritional quality of food distributed
 - Equity in distribution
- Beyond food distribution
 - Advocacy
 - Education
 - Social Networking



Conducting inclusive evaluations

- Race/culture of evaluator vs. evaluation participant
- Inclusion of stakeholders
 - Identify priority questions to be addressed by evaluation
 - Serve as sources of information
 - Advice on strategies for information gathering appropriate to context
 - Help interpret data
- Is there a need for translation or interpretation?
- Dissemination of results- community review



Source: Newcomer, Hatry, Wholey, 2015, Handbook of Practical Program Evaluation; Chapter 12: Culturally Responsive Evaluation

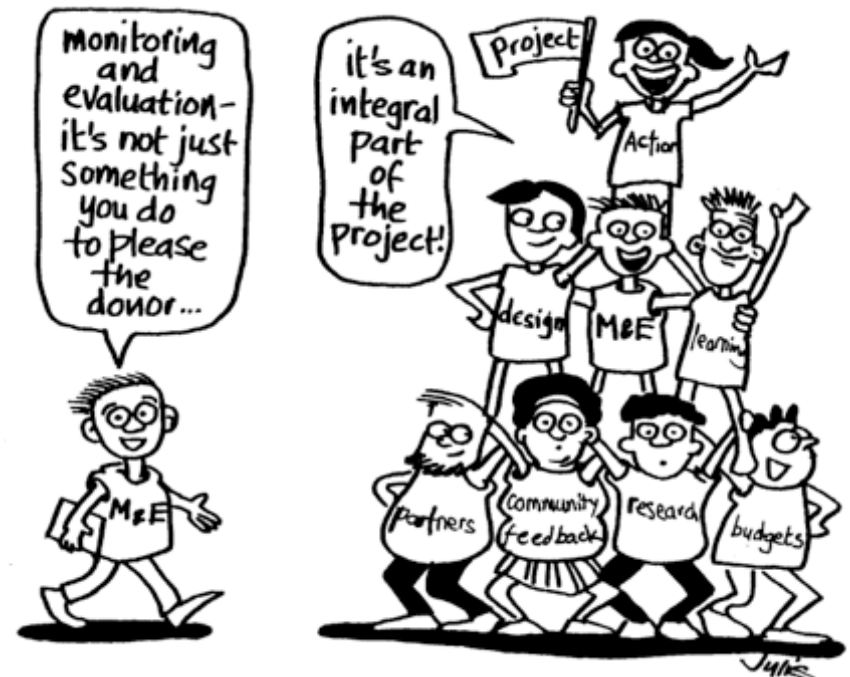
Who can help you figure this out?

- Universities
- Community Colleges
- Departments of Public Health/ Hospitals
 - Community Health Assessments under ACA
- Cooperative Extension



Final Thoughts: Start small...and early!

- Think about evaluation BEFORE you start programs to contribute to program design
- Pilot programs, evaluate, then roll-out
- Pre-test any survey questions to get feedback

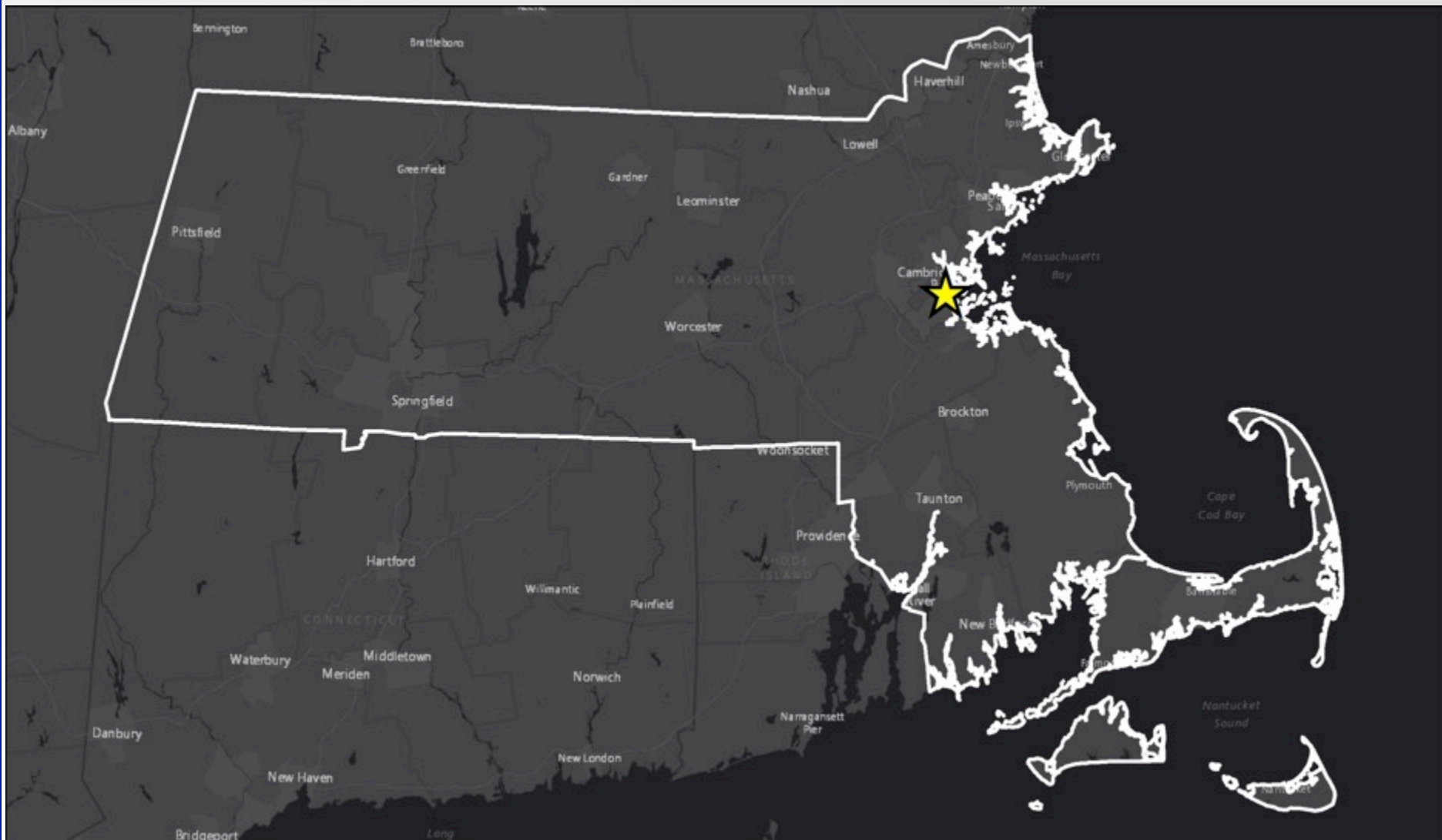


MAPPING THE NEED + CAPACITY BUILDING

**DJ TAITELBAUM,
CAPACITY ANALYSIS MANAGER**



Everyone has a role in ending hunger in our community. SM





Food Insecurity in The United States

Click on the map or use the search bar to start exploring.

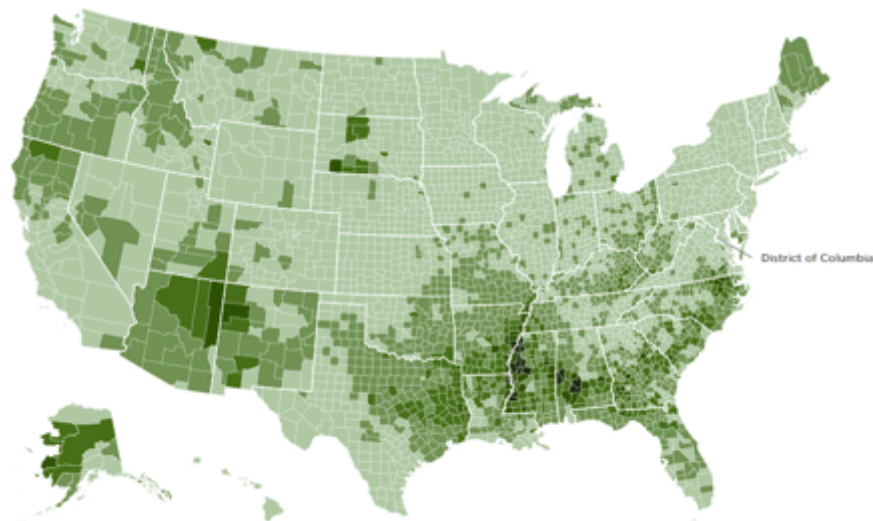
Search

State, County, Food Bank, Congressional District

Go

[+ More Options](#)

The United States



Food Insecurity Rates

4-14%

15-19%

20-24%

25-29%

30% +

FOOD BUDGET SHORTFALL AND AVERAGE MEAL COST

FOOD BUDGET SHORTFALL REPORTED BY FOOD-INSECURE INDIVIDUALS IN 2015

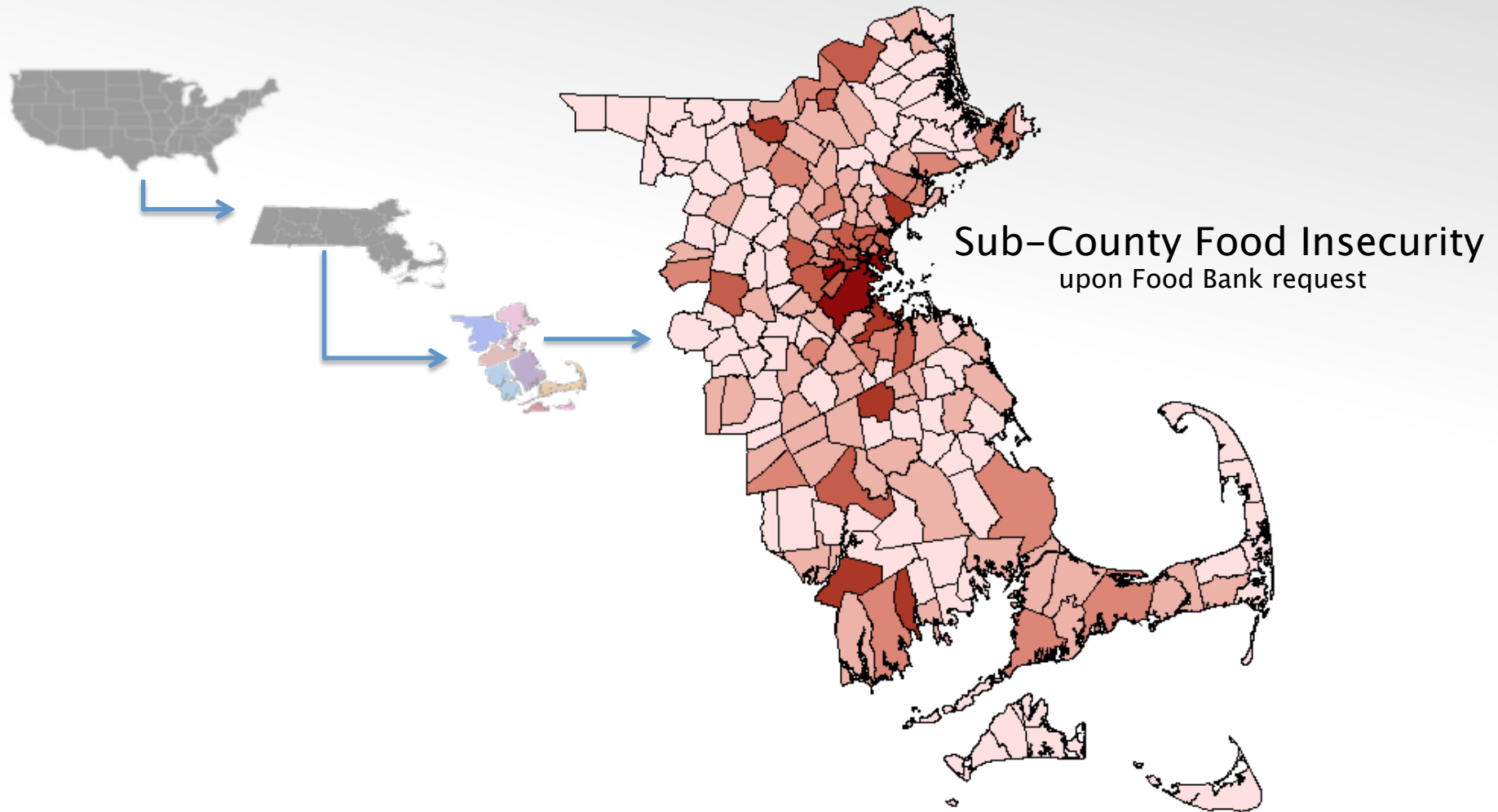
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FOOD-SECURE INDIVIDUALS' AVERAGE COST PER MEAL



One Meal a Day Goal



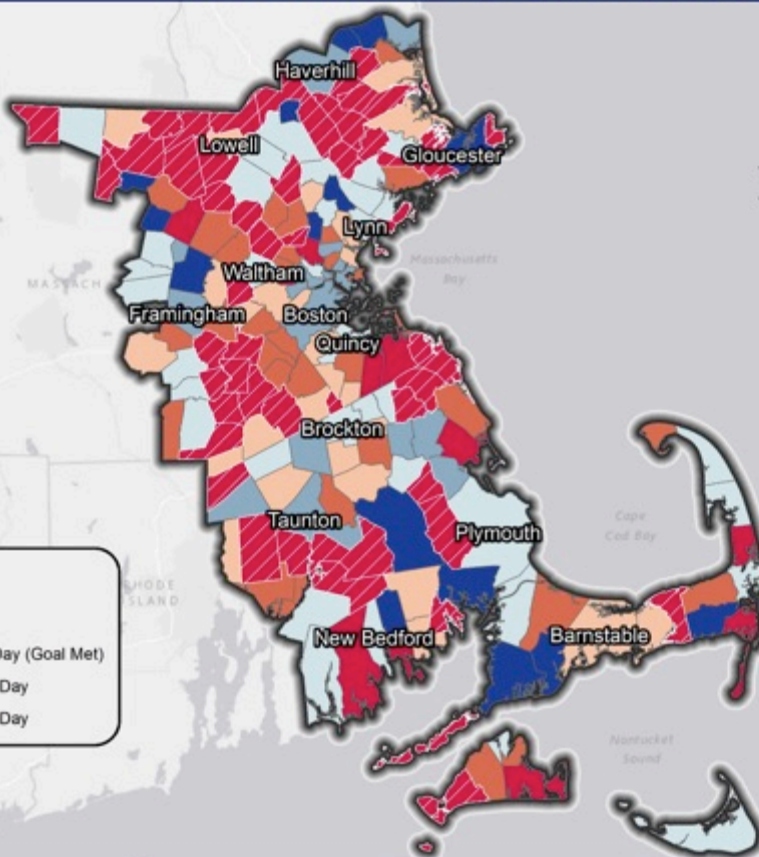
GETTING TO ONE MEAL A DAY

Progress Toward One Meal A Day Goal by Number of Cities and Towns*

No Meals Distributed:	56
1% - 20% of Goal:	11
21% - 60% of Goal:	32
61% - 99% of Goal:	27
1 Meal A Day (Goal Met):	35
2 Meals A Day:	14
3 Meals A Day:	15

Meals Distributed

	No Distribution		1 Meal A Day (Goal Met)
	1% - 20% of Goal		2 Meals A Day
	21% - 60% of Goal		3 Meals A Day
	61% - 99% of Goal		



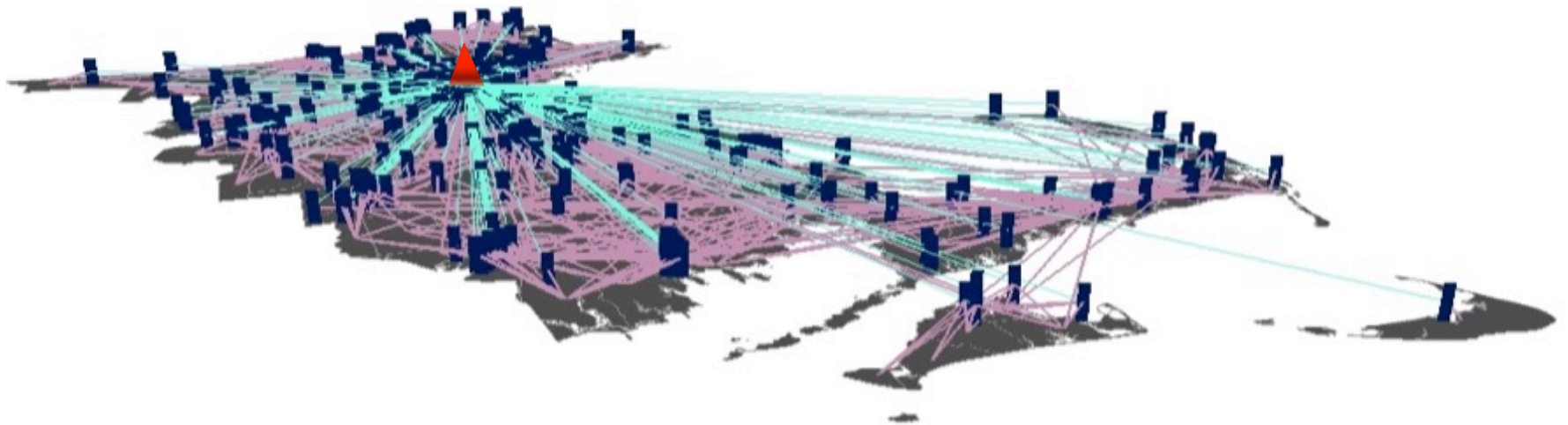
*For the period 4/1/2016 through 3/31/2017

Data Sources: MassGIS, Feeding America[†], MVFB, Lovin' Spoonfuls, and GBFB; its data partners and partner agencies.^{††}
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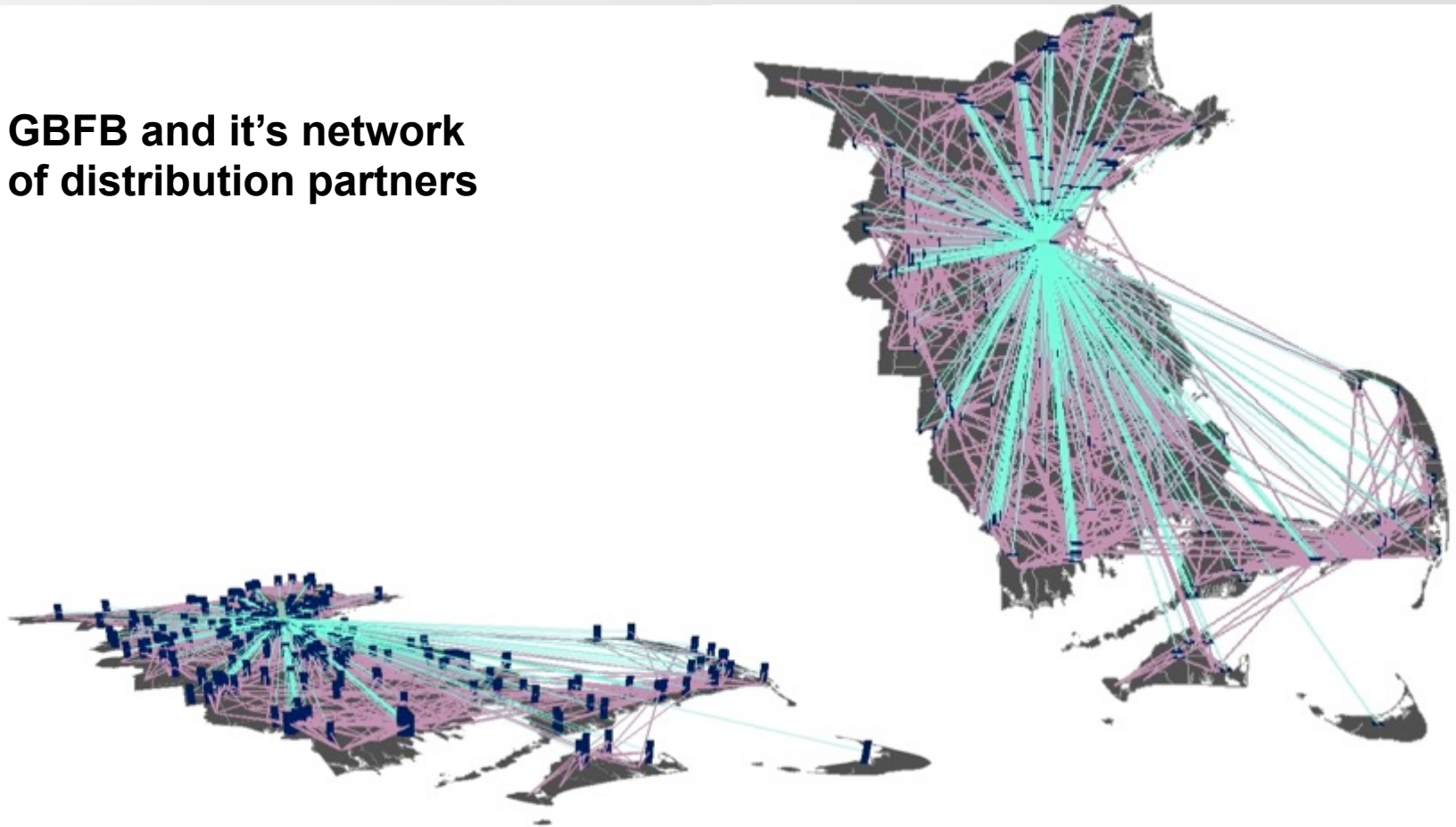
[†]Gundersen, C., A. Dewey, A. Crumbaugh, M. Kato and E. Engelhard, *Map the Meal Gap 2016: Food Insecurity Estimates at the County Level*. Feeding America, 2016.

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GBFB and it's network of distribution partners



GBFB and it's network of distribution partners



The Greater Boston



Feeding Eastern Massachusetts

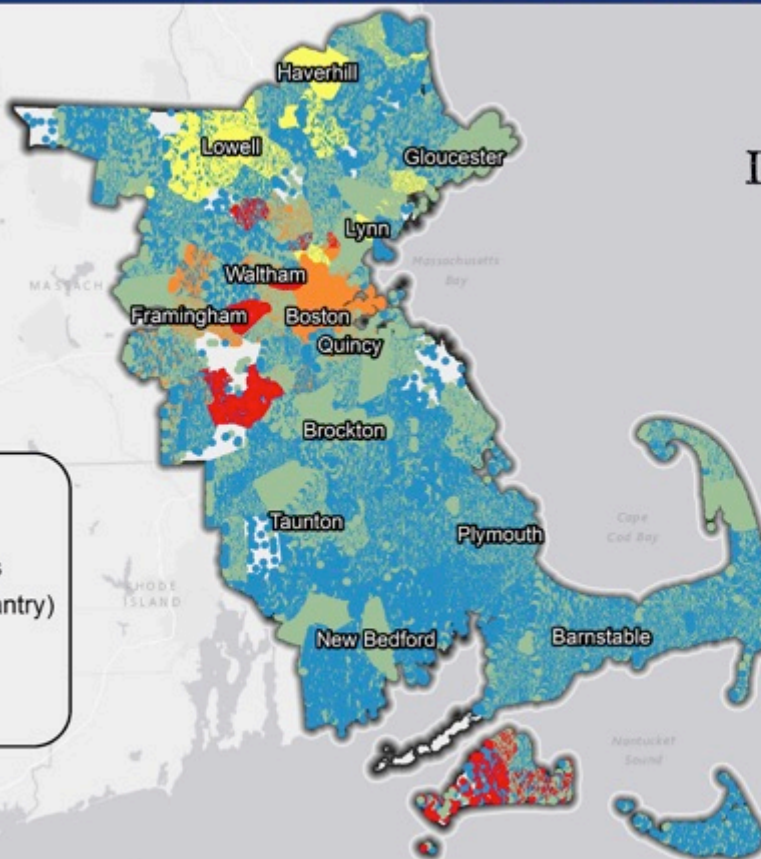
GETTING TO ONE MEAL A DAY

Distribution Partners and Data Partners

Meals by Source

1 Dot = 100 Meals

- Lovin' Spoonfuls
- Non-Agency (Pantry)
- MVFB
- Agency
- GBFB



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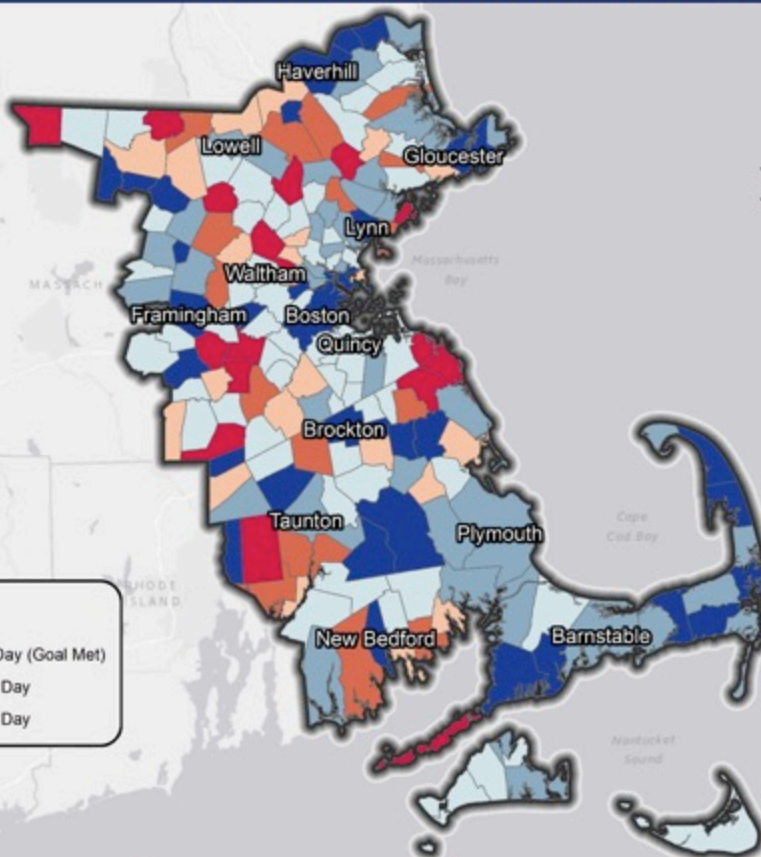
GETTING TO ONE MEAL A DAY

Progress Toward One Meal A Day Goal by Number of Cities and Towns*

0% - 20% of Goal:	17
21% - 60% of Goal:	18
61% - 99% of Goal:	22
1 Meal A Day (Goal Met):	60
2 Meals A Day:	42
3 Meals A Day:	31

Meals Distributed

0% - 20% of Goal	1 Meal A Day (Goal Met)
21% - 60% of Goal	2 Meals A Day
61% - 99% of Goal	3 Meals A Day



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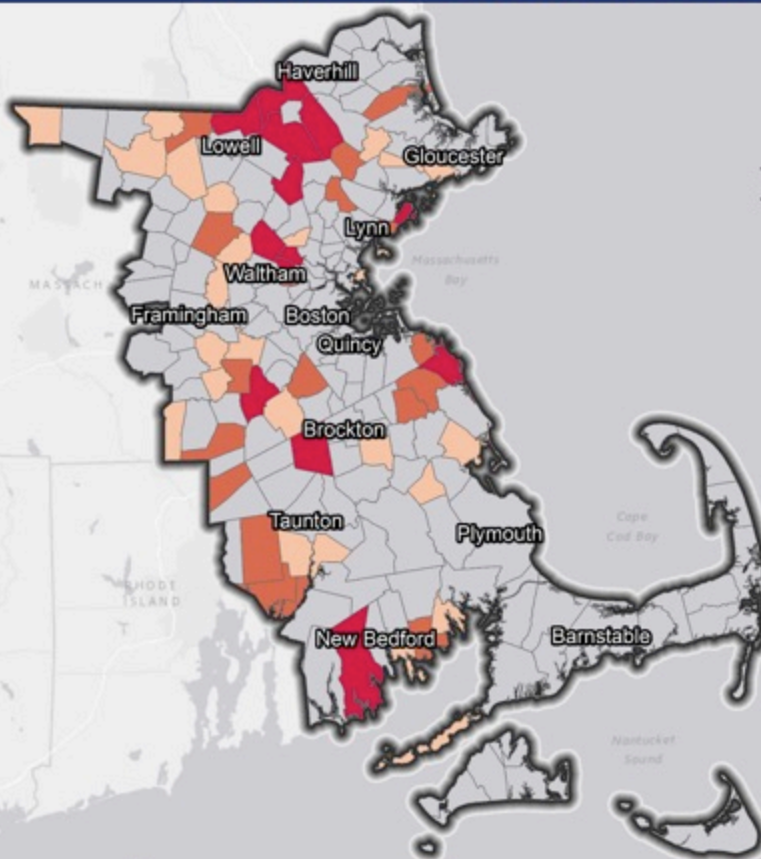
GETTING TO ONE MEAL A DAY

Progress Toward One Meal A Day Goal by Number of Cities and Towns*

38,001 - 105,400 Meals:	13
15,601 - 38,000 Meals:	18
700 - 15,600 Meals:	26
0 Meals (Goal Met):	133

Meals to Meet Goal

38,001 - 105,400
15,601 - 38,000
700 - 15,600
0 (Goal Met)



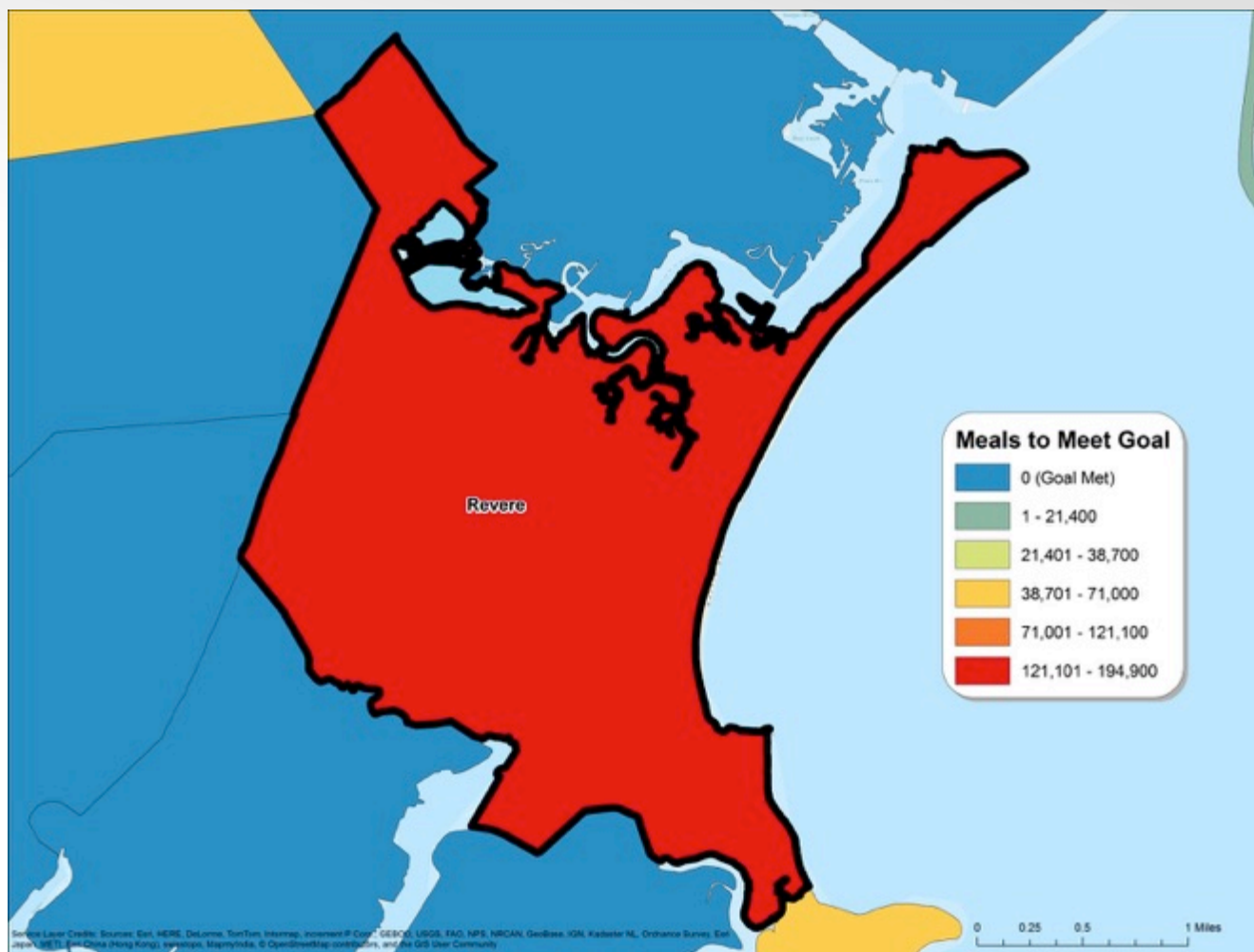
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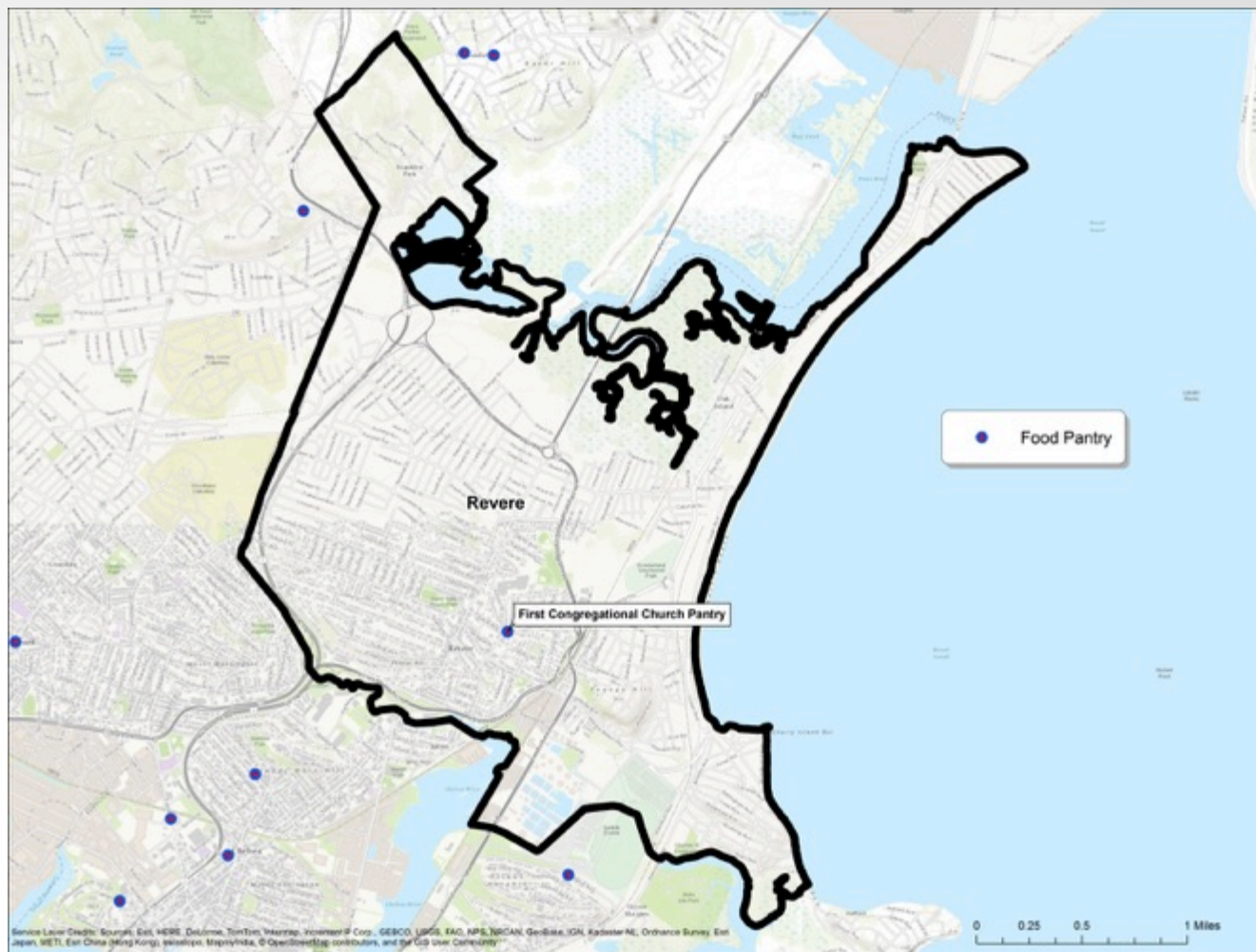
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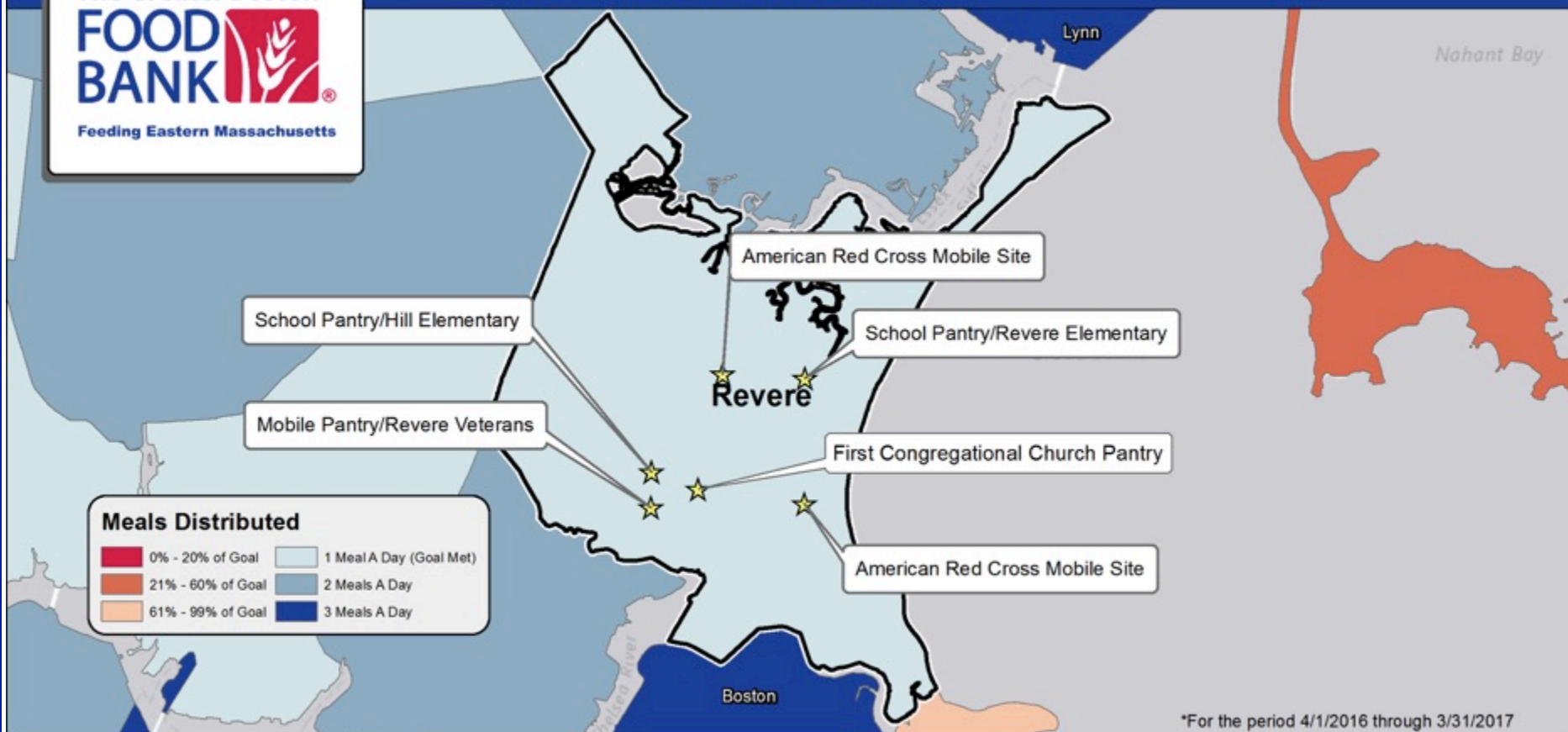
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GETTING TO ONE MEAL A DAY



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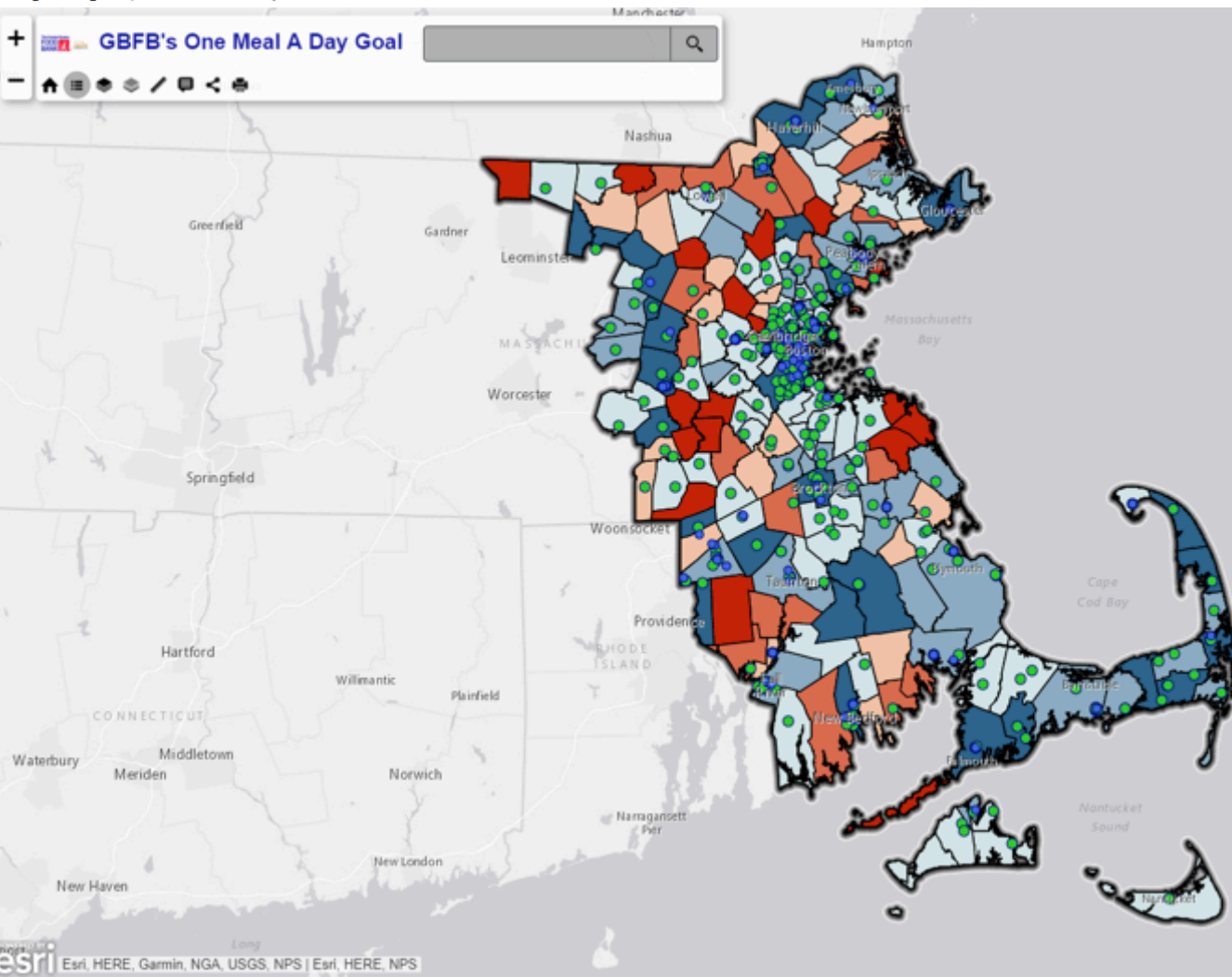
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gbfb.org/maps/one-meal-a-day

GBFB's One Meal A Day Goal



Legend

Congregate Meal Program



Food Pantry

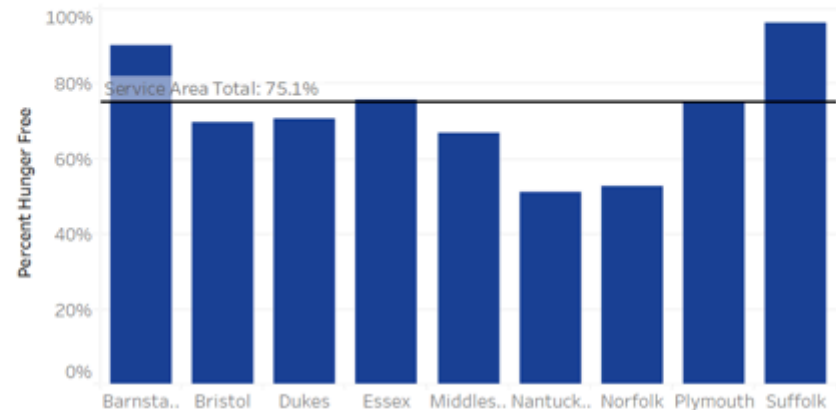
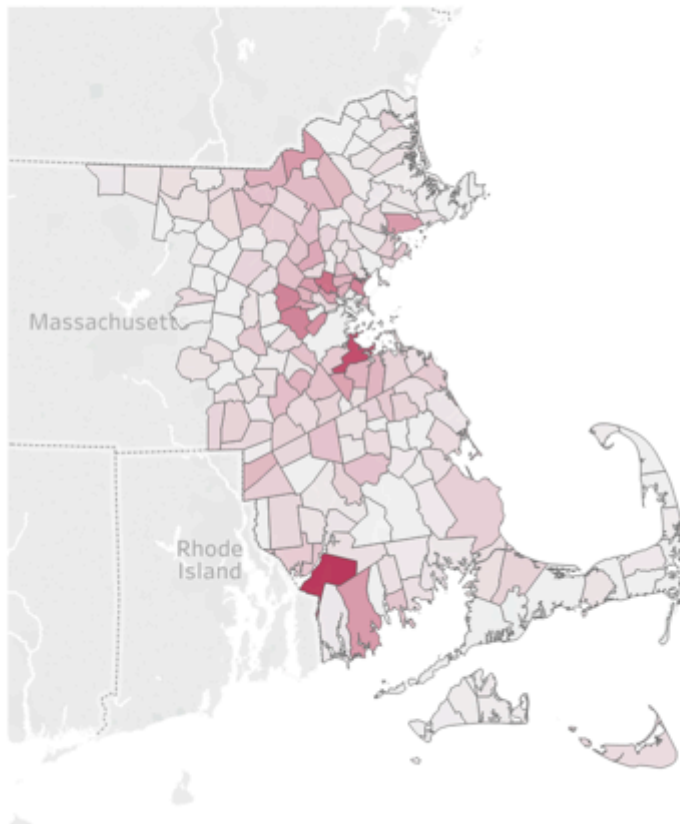


Total Meals Distributed: by City and Town

Goal Index

- 3 Meals A Day
- 2 Meals A Day
- 1 Meal A Day (Goal Met)
- 61% - 99% of Goal
- 21% - 60% of Goal
- 0% - 20% of Goal

Progress Toward Three Meals A Day



Top 10 Cities and Towns

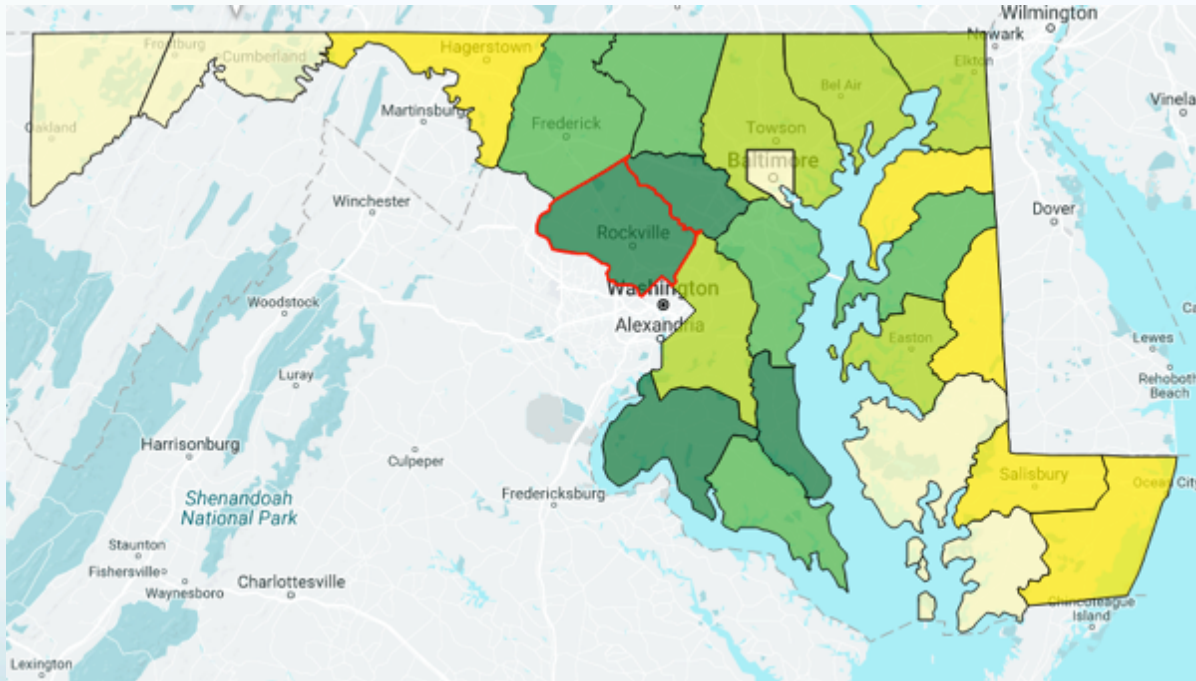
Town City	Meal Gap	Meals Needed	Percent Hunger Free
Fall River	2,950,200	1,137,800	61%
Quincy	2,102,700	954,600	55%
Medford	1,115,500	719,000	36%
Waltham	1,102,800	606,100	43%
Newton	981,400	602,300	38%
Revere	1,015,200	586,800	42%
Brookline	1,022,500	507,600	46%
Methuen	603,000	466,800	23%
Dartmouth	535,000	460,500	14%
Beverly	704,800	440,300	38%

Meals Needed
0 1,137,800

Balancing Effectiveness, Equity, and Efficiency in Food Program Evaluation

Sharon Feuer Gruber, Food Works Group
Angela Whitmal, Manna Food Center

Who, Where, and Why



- Montgomery County, MD
- Manna Food Center
- 4Ps Initiative
- Food Works Group

Goals

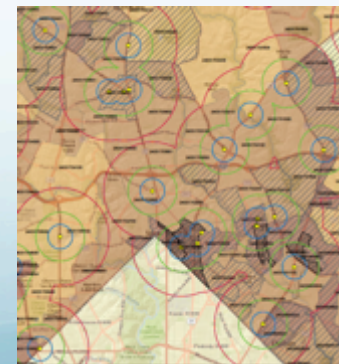
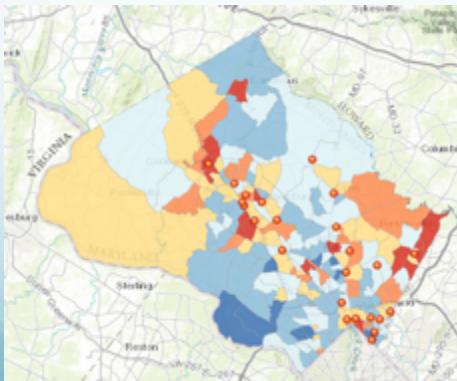
- **Project goal:** Actionable guidance regarding site locations; where and how to:
 - grow
 - consolidate
 - consider closing
 - add new sites
- **Framework:** Effectiveness, equity, efficiency



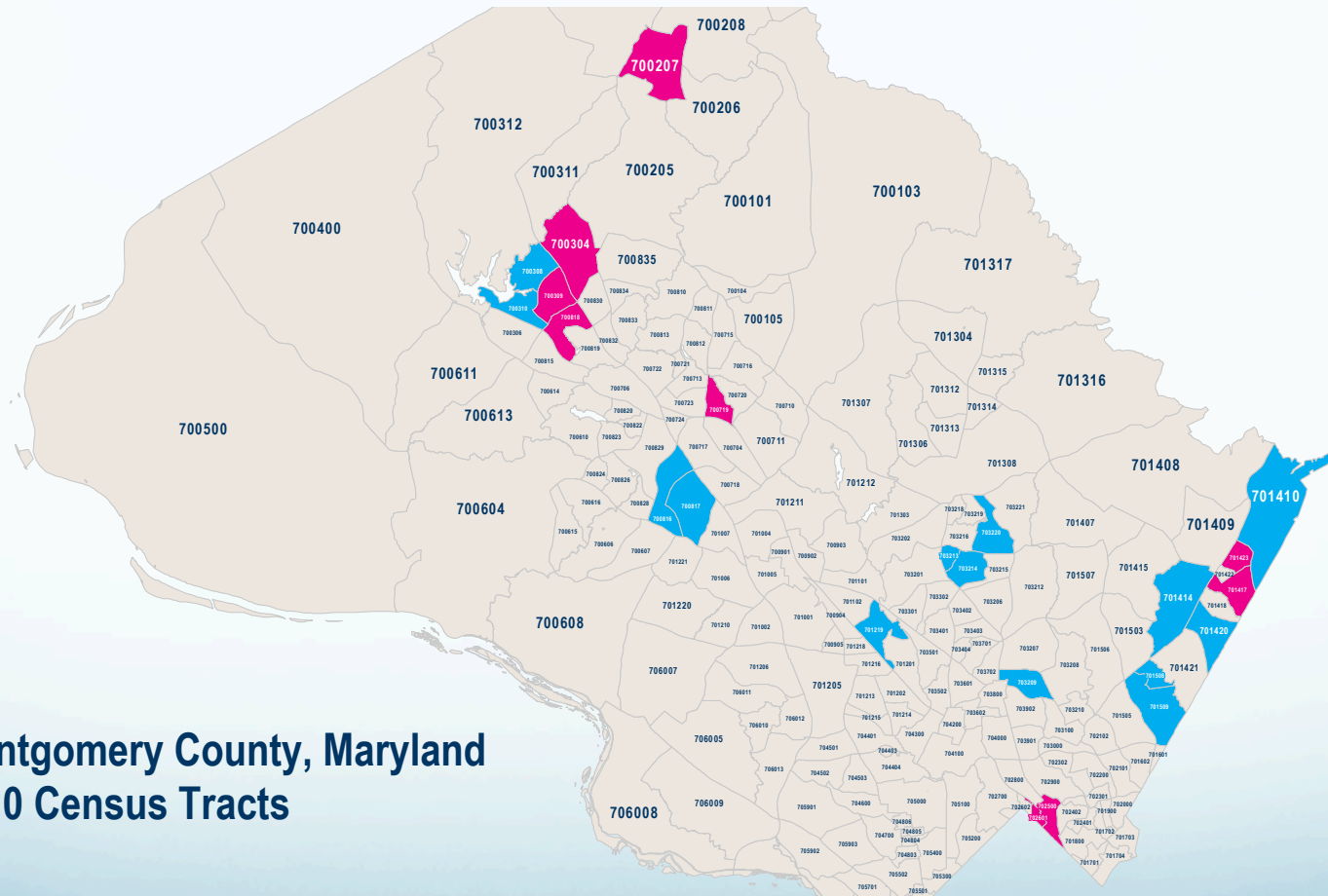
Highlights of Methodology

I. Analysis of Need → 20 Priority Census Tracts

- Pounds needed in that tract
- Pounds needed in surrounding tracts
- Number of low-income households
- Personal vehicle access
- Supermarket access



Priority Tracts



Montgomery County, Maryland
2010 Census Tracts

II. Site Evaluation

The numbers

- Need where the site is located
- Cost per person per distribution
- No. of pounds other organizations distribute in the vicinity of the site

Site Evaluation, cont.

Equity and dignity

- Vulnerability of population
- Indoor or outdoor distribution
- Choice pantry or pre-packed boxes

Site Evaluation, cont.

Capacity and Facilities

- Physical accessibility
- Level of support offered by host site
- Capacity for deeper partnership with Manna
- Capacity to grow the distribution

III. Demographics

Compared Manna's client demographics to Census Bureau data to identify tracts where the data points to underserved populations, specifically with regard to:

- Race
- Ethnicity
- Primary language spoken at home

**Need + site weighting system + demographics +
understanding of unique circumstances not reflected in data
➔ conclusions and recommendations**

(Some of) Our Conclusions

- Multi-faceted look at census tracts was essential to determining prioritization.
- Site evaluation was an effective tool, not an absolute.
- Partnership and outreach are key to equity and to growing sites.
- More data and analysis is needed.

Stay in Touch

Sharon@FoodWorksGroup.com

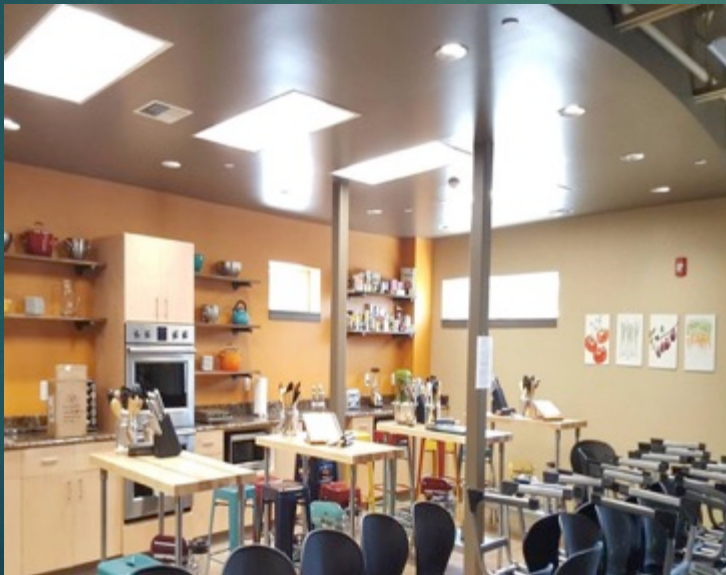
510.872.6423

Angela@MannaFood.org

301.424.1130



Missoula Food DIRECT SERVICE: HOW WE EVALUATE Bank



Lived
Experience
Voice In
Decision
Making

-
- A collection of 20 food items arranged in a grid. The items include: an orange, a red apple, a bunch of purple grapes, a yellow banana, a bunch of blueberries, a pink apple, a red strawberry, a green cucumber, a carrot, a head of broccoli, a bunch of green beans, a bowl of green soup with lemon slices, a bowl of red soup with a tomato slice, a bowl of mixed colorful grains, two rectangular brown crackers, two square brown crackers, a diamond-shaped brown cracker, a pretzel, a wedge of yellow cheese, a package of Spina pasta, a bowl of yellow popcorn, a jar of jam, a bowl of soup with a spoon, a glass of water, and a yellow egg.



EMpower
place



QUESTIONS