



Sodium Reduction in Communities Program Evaluation Toolkit

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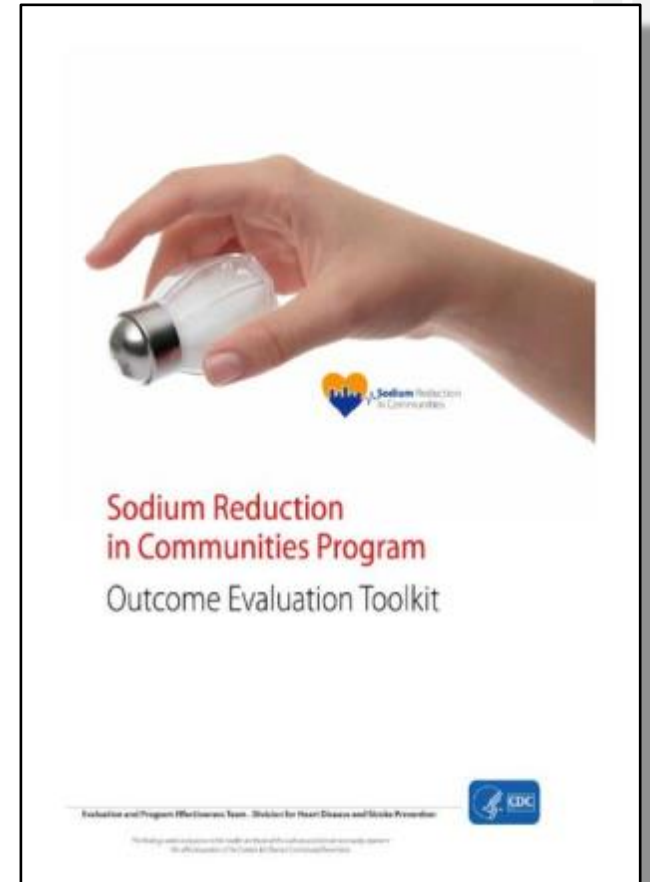
Applied Research and Evaluation Branch



Evaluation and Program Effectiveness Team . Division for Heart
Disease and Stroke Prevention

Presentation Overview

- ⚡ History/Purpose of Toolkit
- ⚡ Quick Overview of Content
- ⚡ How to Use the Toolkit
- ⚡ Q&A



Purpose of the Toolkit

- ❖ To provide a step-by-step guide for program staff and evaluators who are planning and/or implementing sodium reduction outcome focused evaluations.
- ❖ Unlike other CDC programs, Sodium Reduction in Communities Program (SRCP), CDC-RFA-DP16-1607, did not have an evaluation toolkit developed.
- ❖ The Toolkit was written for programs who are currently funded through the SRCP, however, the information provided can be applied broadly to sodium reduction evaluations.

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"I WAS LOOKING FOR A LITTLE STRONGER MISSION STATEMENT THAN THAT."



History

- ⚡ Dietary sodium reduction is a public health priority.
- ⚡ Excess sodium intake is associated with increased blood pressure, and subsequent risk of heart disease and stroke (CDC, 2016)
- ⚡ SRCP aims to improve community support for sodium reduction and build practice-based evidence around effective population-based strategies to reduce sodium consumption.



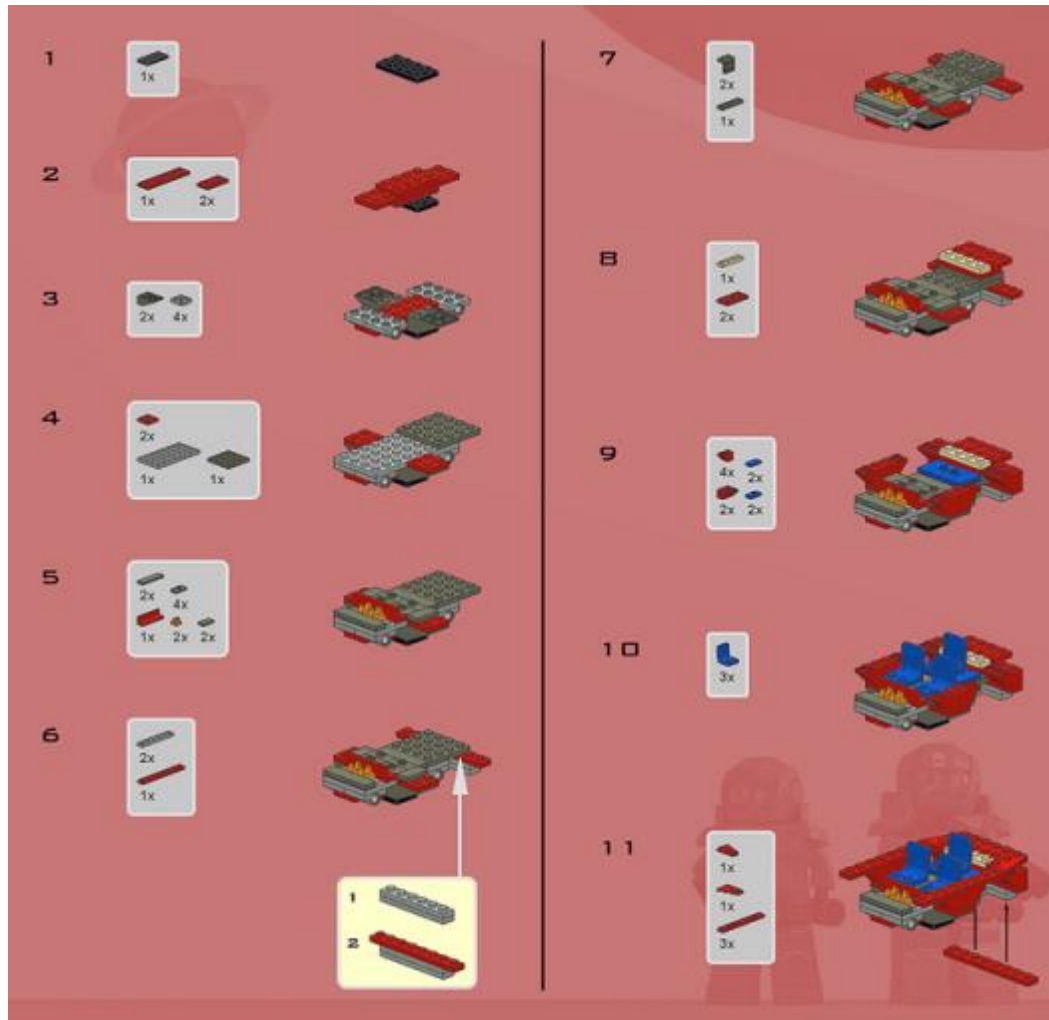
Quick Overview of Content



Source: Centers for Disease Control and Prevention. (2016). A framework for program evaluation. Retrieved from <http://www.cdc.gov/eval/framework/>



Where do I start?



Engage the Stakeholders

Topic	Question
Motivation/ interest	What motivated you to participate in the SRCP and evaluation efforts?
Role	Who are the key staff members involved in [activity] (e.g., menu modification, signage, organizational policy decisions)?
Effort	How much time/availability are you willing and able to provide to program implementation and data collection?
Timing	Are there any events or factors (seasonal staff, school year) that might affect data collection activities?
Dissemination	How frequently would you like to receive program updates (e.g., quarterly, biannually, annually)?
	What type of information is most useful to you when engaging with the SRCP?
	In what format would you prefer to receive dissemination products (1-page fact sheet, brief, full evaluation report)?



Engage the Stakeholders

Stakeholder	Name and Contact Information	Role	Asset	Effort	Timing	Potential Involvement	Dissemination
Ex: Hospital cafeteria manager	Sally Reeding (111) 222-3333	Data collection	Involved in procurement, menu creation, and cafeteria ordering/data reporting system	2 hours/week	Staff reduced during summer months	Steering committee, subject matter expert, or workgroup	Prefer 1-page briefs on evaluation outcomes each quarter. Interested in how current systems can be used to provide data for the program

Refer to Appendix A for an editable version of Tool 1, Critical Factors that Affect Stakeholder Involvement in the SRCP Evaluation.



Large Toolkit

- ⚡ Engage the Stakeholders - 1 Tool
- ⚡ Describe the Program - 3 Tools
- ⚡ Focus Evaluation Design - 1 Tool
- ⚡ Gather Credible Evidence - 3 Tools
- ⚡ Justify Conclusions - 1 Tool
- ⚡ Use and Share Lessons Learned - 1 Tool

