Welcome to the Lunch Bites webinar series

Presented by:

National Farm to School Network – Growing Stronger Together
Our Network

Farm to school is taking place in all 50 states and D.C.! Select a state or region below to learn more or to contact a state or regional lead.
Insert poll question

• Have you taken part in a NFSN webinar in the past? Yes, No, I don’t know
Today's webinar:

Evaluation for Transformation: A Cross-Sectoral Evaluation Framework for Farm to School
Today’s panelists:

Gillian Barclay  
Aetna Foundation

Anupama Joshi  
National Farm to School Network

Gail Feenstra  
UC Davis

Tia Henderson  
Upstream Public Health
Groundbreaking Launch of ……

Evaluation for Transformation:
A Cross-Sectoral Evaluation Framework for Farm to School

Panelists:
Gillian Barclay, Aetna Foundation
Anupama Joshi, National Farm to School Network
Tia Henderson, Upstream Public Health
Gail Feenstra, UC Davis

A Collaborative Project of
National Farm to School Network
August 2014
Welcome Remarks

Gillian Barclay, Aetna Foundation
Webinar Outline

- Context — Why is this Evaluation Framework needed?
- Contents — What does the document contain?
- Next steps
  - How you can use it
  - How you can promote it
  - How you can provide feedback
SNAPSHOT: FARM TO PRESCHOOL 2012

RESULTS from a NATIONAL SURVEY

934 managers, directors, administrators, teachers, food service coordinators, and partner organizations of early care and education programs across the United States serving at least 163,450 young children filled out our survey.

We asked:
What FARM TO PRESCHOOL activities are you engaged in?
What are your CHALLENGES and OPPORTUNITIES? What support do you need?

WHAT IS FARM TO PRESCHOOL?

It's about connecting young children (ages 0-5) with local food. Farm to preschool includes any type of child care that incorporates local foods through meals & snacks, taste tests, lessons, farmer visits, cooking, field trips, growing food, or community and parent engagement.

Survey respondents said:

- Demographics: over half describe their location as rural.
- Program length: almost half have been doing Farm to Preschool 3+ years.
- Program model: child care center (42%), Head Start/Early Start (20%), private preschool (15%), home-based (13%), center-based (10%), other (3%).

WHAT are your MOST COMMON ACTIVITIES?

- 87% teach children about where food comes from and how it's grown.
- 79% serve meals or snacks with at least some local food.
- 78% plant or work with children in edible gardens.
- 50% give families information about locally grown food.

How do you incorporate local foods?
- 72% in lessons.
- 69% as snacks.
- 66% as meal ingredients.

- 33% see cost as a great concern.

Funds:
- 50% have not received external funding for Farm to Preschool activities.

Top 3 things funds most use: 1.劳工

We taught children about local: 1.劳工
THANKS, FARMERS, FOR THE PIGS AND BACON
The Evaluation Framework is:

- a framework, NOT a Toolkit / Step by Step Guide for Evaluation
- Meets specific gaps in the field:
  - Common definitions and language
  - Deeper dive into FOUR key sectors connected to farm to school
  - Articulation and understanding of cross-sectoral connections
  - Recommended approaches for evaluation / tracking at the program level, research level and policy level
  - Program Articulation
  - Policy linkages for farm to school outcomes

- There is something for everyone!
- Accompanying User Guide, Sector Briefs, and other materials
Framework Development Process

• Informal engagement – over years (250+ persons)

• Formal engagement – Sep 2013 onwards (50+ persons)
  1: Identification of broad areas
  2: Framework content development
  3: Content expansion and feedback
  4: Testing at a short course in Austin, April 2014
Core Elements of Farm to School

- Education
- School Gardens
- Procurement
Supplemental Elements

6 SEEDS OF AN EFFECTIVE PROGRAM

- Training and Professional Development
- Promotion and Media
- Planning, Coordination and Evaluation
- Outreach and Community Engagement
- Policy Alignment
- Funding
Cross-Sectoral Framework

Public Health

Education

Community Economic Development

Environmental Quality
**User Levels**

**PROGRAM**
Program planning, reporting and evaluation

**RESEARCH**
Research that builds on programs and feeds into policies

**POLICY**
Policies that support programs
Equity

- A critical frame for considering farm to school outcomes, indicators and measures
- Dig deeper and explore equity focused outcomes and indicators
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   4.2: Public Health (pages 35-47)
   4.3: Community Economic Development (pages 48–59)
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5: Conclusion and Next Steps (pages 85–104, see summary table p. 91)
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<td>Program</td>
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**PRIORITY OUTCOME**  
Changes or benefits that result from activities and outputs. Short-term outcomes are the most closely associated to program activities. Intermediate outcomes result from short-term outcomes. Long-term outcomes evolve from the previous two outcomes. Most of the outcomes listed are considered intermediate to long-term outcomes.

**INDICATOR**  
State of a particular subsystem to help understand causes of problems and work to address them. A "system performance" indicator is one that reflects how the system is working and can help the community see how the system is working and anticipate potential breakdowns or changes in direction.

**MEASURE 1, 2, ETC.**  
Measures are different aspects that can help people explore how an indicator is changing over time.

**ASSOCIATED CORE ELEMENTS**  
Procurement, gardening or education activities required to result in the related outcome.

**DATA SOURCES**  
Recommended methods to gather, track or monitor information identified as a prioritized measure where relevant.

**SAMPLE TOOLS**  
Refers the reader to existing tools, data collection organizations or surveys at the program level.
| Indicator 1: Farm to school activities increase awareness of local food availability in the community. |
|------------------------------------------------ ---------------------------------------------------------------------------------------------|
| Measure 1.1: Number of people who received local, healthy food through participation in farm to school program activities; for example, garden harvest baskets |
| Measure 1.2: Number of people who receive resources about accessing local, healthy foods in farm to school family outreach events |
| Measure 1.3: Number of families that begin gardening at home or in a community garden after participation in farm to school activities |
| Measure 1.4: Number of coupons given and redeemed by farm to school program for farmers’ markets, farm stands or other access point for local, healthy foods |
| Measure 1.5: Self report of Supplemental Nutrition Assistance Program (SNAP) users who report using SNAP benefits to buy local, healthy foods, whole foods, edible plants and seeds and/or use at farmers’ markets, food stands or other access points |
| Measure 1.6: The number of farmers’ markets accepting SNAP electronic benefits transfer cards (EBT), Women Infant and Children (WIC) and Senior Farmers’ Market Nutrition Program (SFMNP) vouchers participating in farm to school family activity programs |
| Measure 1.7: The percentage of direct sales to SNAP EBT clients participating in farm to school family activities at farmers’ markets, including WIC and SFMNP vouchers |
| Measure 1.8: The number of local products that are SFMNP and WIC eligible sold by grocery markets in community participating in farm to school community activities |
Community Economic Development

**Policy Outcome:** Institutional support for local and regional foods

<table>
<thead>
<tr>
<th>Indicator 1: Institutional procurement policies supporting local and regional foods.</th>
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<tr>
<td>Measure 1.1: The number of institutional procurement policies with supportive language</td>
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<td>Measure 1.2: The number of state and local procurement policies with supportive language</td>
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<td>Measure 1.3: Government agency allocation of resources and creation of programs, grants and positions for farm to school</td>
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<td>Measure 1.4: Government programs that provide community food project grants to support local and regional foods, including farm to school efforts</td>
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<td>Measure 1.5: Number of state agencies that identify local food systems as a priority</td>
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<td>Measure 1.6: Number of states with &quot;buy local&quot; food programs that include farm to school</td>
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<th>Indicator 2: Institutional programs supporting local and regional foods</th>
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<td>Measure 2.1: Government agency allocation of resources and creation of programs, grants and positions for farm to school</td>
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<td>Measure 2.2: Government programs that provide community food project grants to support local and regional foods, including farm to school efforts</td>
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Cross-Sector Connections

Education

Public Health

Environmental Quality
Appendices

• Evaluation resources
  – Online repository of tools – search under “resources” on www.farmtoschool.org

• Implementation resources

• Farm to School Menu of Options

• Sample Logic Model

• Sample Evaluation Tools – for all 4 sectors

• Ideas for Exploration - for all 4 sectors
Key Takeaways

- Common Language
- Common Outcomes, Indicators, Measures
- Common Tools
- Common Vision


National Farm to School Network – Growing Stronger Together
Questions?

You can type questions into your webinar control panel.

You can also contact the webinar organizer at chelsey@farmtoschool.org
Poll question

• How would you rate the overall value/usefulness of this webinar for you? <Excellent, very good, good, fair, poor>
Upcoming webinars:

Farm to school in Child Nutrition Reauthorization 2015

September 9

Register at farmtoschool.org on the resources page.