



Evaluation Highlights

year three implementation
2008-2009



Presentation Overview

1. Sharing evaluation results

- Funding recipients
- Progress on Blueprint objectives
- Selected accomplishments
- Selected challenges and recommendations

2. Opportunity for Q&A

Evaluation Components

Compiled and
Reported Every
Year by
Evaluation
Committee

- **Quantitative Data**
 - not yet updated for 2008-09
- **Survey and Qualitative Data**
 - Survey of Task Force Members
 - Small Group Discussion w/in Committees
- **Tracking of Blueprint Activities**
 - Progress in meeting objectives
 - Clearinghouse activity

Sharing the Evaluation Results

- **Present** highlights at TF meeting
- **Discuss** in depth with Advisory Council and committees during their regular meetings
- **Post** on website
- **Use** learnings in update process
- **Report** updated quantitative data for 2008-09 as soon as it's available

Where did the \$\$ Go?

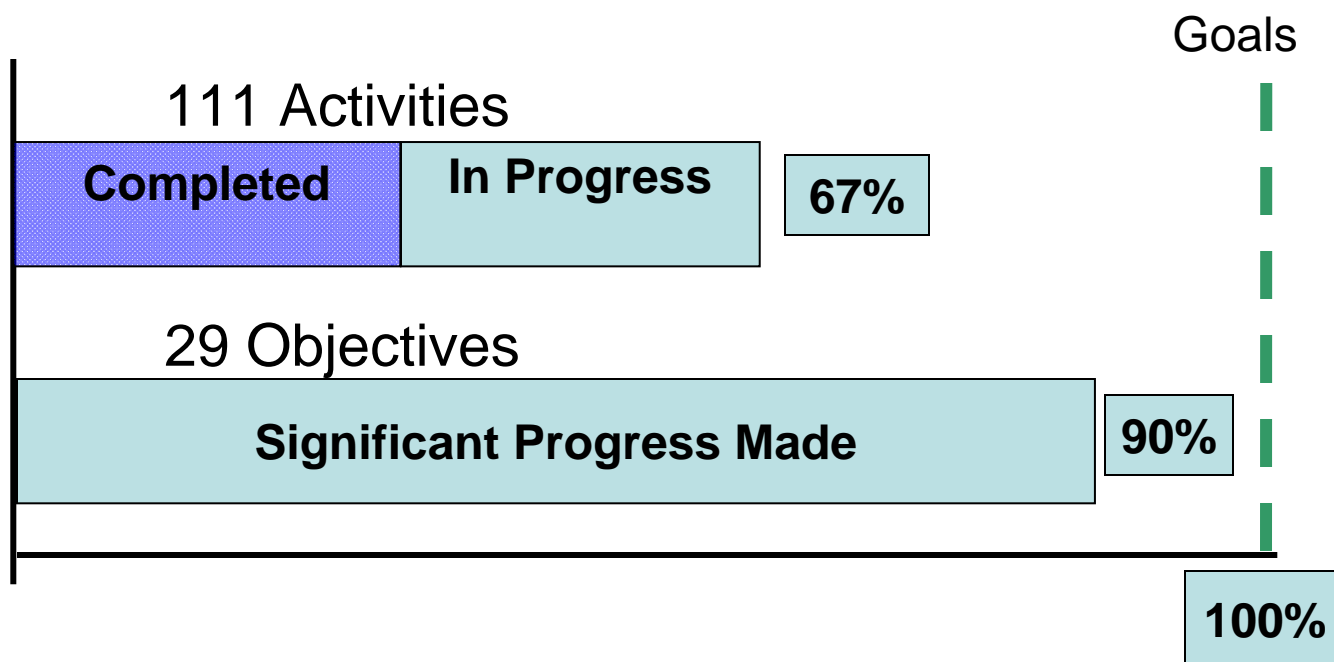
Committees

- ✓ Access
 - Mobile activity van
- ✓ Breastfeeding
 - Lactation education
- ✓ School Wellness
 - Mini grants/forum
- ✓ Preschool
 - Guideline dissemination

Organizations

- ✓ EPA.net
 - www.yspacesmc.com/blog
- ✓ Puente de la Costa Sur
 - Cooking classes
- ✓ Second Harvest
 - Mobile produce van
- ✓ Family Services Agency
 - Nutrition education classes

Progress on Blueprint and Clearinghouse Website



- **83% of survey respondents stated they've applied the clearinghouse to their work**
- **We've Come a Long Way!**

Process Evaluation

Where is the Work Happening?

- In Committees
 - Most Committees felt like they reached their goals and objectives
 - Fewer people at Committee meetings and fewer committees overall
- In other ways
 - e.g. Blueprint identifies development of a Youth Social Marketing Committee; Committees just don't work for youth! Work is being completed by EPA.net via contract.

Selected Accomplishments

- www.yspacesmc.org blog launched



- Twenty-three after school providers completed nutrition assessment for the **Healthy Apple Award**



Selected Accomplishments



Pescadero, San Mateo, EPA, and NFO residents assessed food and walking environments



CX3 Project Moving Forward

*Walkability
North Fair Oaks
Redwood City*

Selected Accomplishments

- Look for the "**San Mateo County As Fresh as it Gets**" label at farmers' markets and other locations in fall 2009
- 300 **nutrition and physical activity guidelines** disseminated to preschool organizations



Selected Challenges and Recommendations

A Delayed, Long Evaluation Report from Previous Year Meant Few Committees Used Information to Plan

Release Report at Task Force Meeting; Eval Committee Members can Present at Meetings

Task Force \$\$ Was Released Too Late to Allow for Many to Write Applications

Release \$\$ by Early November

Role of Advisory Council is Not Clear to Many Task Force Members

Enhance Communication between Advisory Council and Task Force

Selected Challenges and Recommendations

Task Force Members on Committees Lack Time to Participate as Fully as they Would Like

**Explore Other Means of Participation –
Conference/video calls, Staff
Attending other Regular
Meetings**

Respondents Felt Task Force Does Not Fully Represent Diversity (demographic, regional and income) of San Mateo County

Explore Alternate Ways to Secure Input such as Meeting with Community Groups and Existing Collaboratives

Some Task Force Members Expressed Disconnection between Committees and Larger Task Force

Dedicate more Task Force Time to Committee Presentations; Post Committee Highlights on gethealthysmc.org

Evaluation Committee Members

- **Anand Chabra, Chair**
- **Dan Brown**
- **Alvaro Garza**
- **Jennifer Gross**
- **Oded Gurantz**
- **Eliana Schultz**
- **Dana Schuster**

Get

Healthy *San Mateo County Task Force*