

Evaluation Framework

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eat well be active Community Programs (ewba) has the following three aims, which guide the evaluation:

1. Increase healthy eating and physical activity in partnership with a variety of settings by addressing both environmental and individual barriers.
2. Determine the key components of a coordinated community approach to promoting physical activity and healthy eating
3. Determine the effectiveness of the community wide programs to improve healthy eating, physical activity, water consumption and breastfeeding levels in the community.

The methods represented by the evaluation framework address each of these aims.

The evaluation framework provides an overview of the evaluation of *eat well be active* Community Programs. The unique evaluation approach combines both positivist and interpretive methodological approaches to social science and focuses on evaluating process, impact and outcomes. The combination of the methodological approaches is represented by the mobius strip (figure 1) which suggests the seamless intertwining of the approaches. Each side of the mobius strip is equal in size - this represents the equal value that each approach contributes to the evaluation.

The quantitative components of the evaluation (left side of mobius strip – figure 1) are science based using nutrition and physical activity epistemologies to inform and explain the evaluation findings. The methods utilised include both survey and direct anthropometric measures using a cross-sectional pre-post design with non-matched comparison groups.

The qualitative components of the evaluation (on the right of the mobius strip – figure 1) focus on the interpretation and discovery of the meanings attached to the interventions by target group (0-18 year olds), their parents, stakeholders, practitioners etc. Various qualitative methods are used to gather data from a variety of sources for analysis.

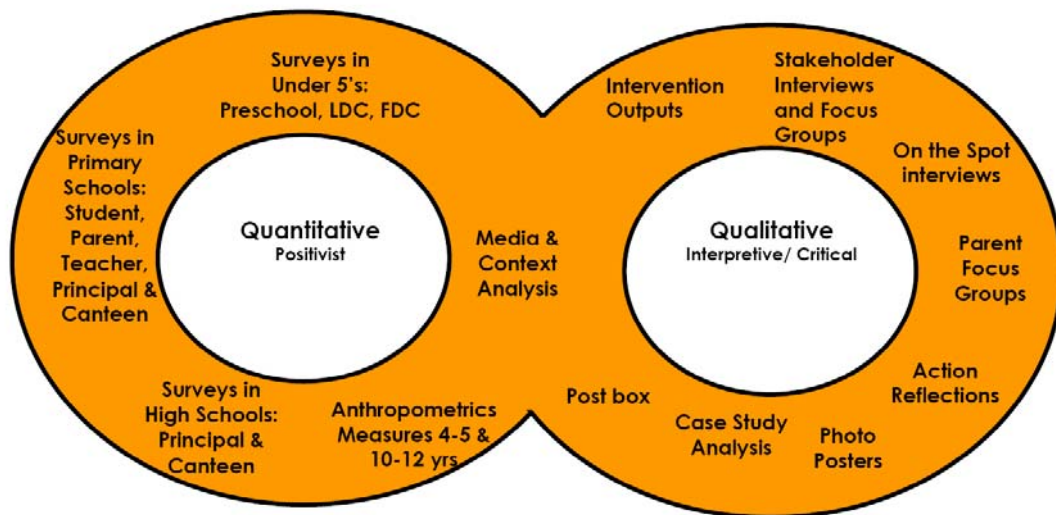


Figure 1: Diagrammatic representation of evaluation framework using mobius strip