

## TEMPLATE C: Evaluation Proposal: Kindy Eats program (KEP) case study

Steps 4 and 5 - Linking service/program goals, objectives and activities to evaluation questions, design and measurement

### Key Evaluation Questions:

- Has the program been implemented as intended?
- What percentage of the target group has received the program?
- Has uptake of the program varied by rural/metro location?
- Have program participants (staff, parents, stakeholders) been satisfied with the program?
- Have the program impacts (objectives) been achieved?
- Have all strategies been appropriate and effective in achieving the impacts?
- Have levels of partnership and collaboration increased?
- How can the operation of the program be improved in the future?

| Service/Program Goal:  | Outcome Indicator(s)   | Evaluation methods, tools and analysis                         | Timeline   | Responsibilities                         |
|--|--|--|--|--|
| 1.1 Increased mean number of serves of fruit and vegetable consumed each day by children aged 2-5 years. | Mean number of serves of fruit and vegetables consumed each day by WA children aged 2-5 years  | WA Health and Wellbeing Survey data                            | 3 yearly monitoring  | DoH                                      |
| 1.2 Increased proportion of children aged 2-5 years at a healthy weight.                                 | % of children in healthy weight range of BMI for age   | WA Health and Wellbeing Survey data                            | 3 yearly monitoring  | DoH                                      |
| Service/Program Objectives (SMART Objectives)  | Impact Indicator(s)  | Evaluation methods, tools and analysis                         | Timeline   | Responsibilities                         |
| 2.1 To increase the number of WA childcare centres implementing the KEP by at least 50 per year.         | Change in the number of WA Child Care Centre implementing the KEP.<br>Number of new Child Care Centre Healthy Food and Drink policy pledges registered with Department of Communities. | KEP records of training.<br>Department of Communities records. | Ongoing records collated bi-annually by 30 June and 31 Dec | Funded NfP<br>Department of Communities. |

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| 2.2 To increase to at least 90% following KEP training the proportion of centre staff with high (>85%) positive attitude and self-efficacy scores related to implementing KEP policies and menus that support healthy eating. | Pre-post KEP training change in staff attitude and self-efficacy scores related to implementing KEP policies and menus.  | KEP attitudes and self-efficacy questionnaire administered with staff pre and post training.                    | Collected at each training and collated bi-annually by 30 June and 31 Dec | Funded NfP              |
| 2.3 To increase to at least 80% following KEP training the proportion of centre staff with correct knowledge of child healthy food and drink recommendations.   | Pre-post KEP training change in staff knowledge scores related to child healthy food and drink recommendations.  | Healthy diet for children knowledge questionnaire administered with staff pre and post training.                | Collected at each training and collated bi-annually by 30 June and 31 Dec | Funded NfP              |
| 2.4 To increase to 80% the proportion of Child Care Centres which actively promote healthy eating guidelines to parents.  | Change in proportion of Child Care Centres requesting KEP Kindy Eats Week parent engagement kits.  | Change in KEP records of kits requested.  | Collated annually by 31 Dec   | Funded NfP              |
| <b>Activities</b>   | <b>Process Indicator(s)</b>  | <b>Evaluation methods, tools and analysis</b>   | <b>Timeline</b>   | <b>Responsibilities</b> |
| 3.1 Support Child Care Centres to implement KEP   | Number of centres per year supported with information, resources, training, promotion, communication, networking, sourcing fruit and veg.<br>Staff satisfaction survey.            | KEP records of requests and supply.<br>Annual online survey of centre satisfaction with resources and supports. | Ongoing records collated bi-annually by 30 June and 31 Dec                | Funded NfP              |
| 3.2 Resource development and distribution to Child Care Centres staff and parents   | Number of resources developed and distributed:<br>KEP Policy Support Manuals<br>bi-monthly updates and newsletters<br>Kindy Eats Week parent engagement packs<br>KEP starter packs | KEP records of requests and supply  | Ongoing records collated bi-annually by 30 June and 31 Dec                | Funded NfP              |

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| 3.3 Promotional events                          | Number of parent engagement packs requested during Kindy Eats Week<br>Number of media reports of Kindy Eats Week activities<br>Number of promotional activities at industry events | KEP records of requests and supply<br>Media monitors reports | Ongoing records collated bi-annually by 30 June and 31 Dec | Funded NfP |
| <b>Plan for dissemination of lessons learnt</b> | Evaluation results will be reported to the DoH as per contract requirements.   |  |  |            |
| <b>Evaluation Budget</b>                        | \$50,000 per year (staff time, printing questionnaires, data entry)  |  |  |            |