

# EVALUATING FOOD AS MEDICINE PROGRAMS IN FOOD RETAIL



*Note: The suggested examples are specific to health and well-being programs to show the direct value of the RDN in Food as Medicine programs in the food retail setting.*

## FOOD AS MEDICINE EVALUATION FRAMEWORK: AN OVERVIEW

*Adapted for the food retail setting from CDC's Framework for Program Evaluation in Public Health*

- 1 Identify and Engage Stakeholders**

Stakeholder input should be collected and considered starting from the earliest stages of Food as Medicine program development. Stakeholder involvement ensures a clear and consensual understanding of the program's intended activities and outcomes.
- 2 Plan the Program**

A comprehensive program plan takes into consideration the target audience, identified needs and expected outcomes. When developing a Food as Medicine program, consider the key questions included in the full framework below.
- 3 Select Data Collection Methods**

Viewing evaluation as an ongoing process will allow program staff to collect and analyze important data throughout the entirety of the program or promotion. It is important to adopt evaluation approaches and data collection tools that food retailers are already using to measure success.
- 4 Collect Data to Measure Outcomes**

Determine what a successful program looks like. Program planners should also bear in mind metrics that are important to the various stakeholders.
- 5 Analyze Data Metrics**

For a full understanding of program activity outcomes, conclusions must be drawn from the data that was collected. Analyze the data, interpret findings and benchmark progress against program goals, previous results or a comparable program.
- 6 Report Findings and Share Lessons Learned**

Establish a regular reporting schedule (per event, weekly, monthly, quarterly, annually, etc.). Customize reports to include key metrics valued by decision makers, as well as measurable contributions to the company's health and well-being strategy and goals. Include charts and graphs to enhance the visual impact of the analyzed data. Share the report with stakeholders and include lessons learned as well as recommendations for modifying, eliminating, or expanding the program based on evaluation findings.