

# Evaluation of Physical Activity and Nutrition Programmes

## Is my programme making a difference?

**September 2007**

This is a joint initiative of Active Canterbury and CATINC to help providers of nutrition and physical activity programmes to evaluate their impact

Key partners include: SPARC, Ministry of Health, Partnership Health Canterbury, Christchurch City Council, Canterbury District Health Board

This Evaluation Resource is available on line at <http://www.activecanterbury.org.nz>  
(click on 'Information for Physical Activity Professionals')  
or by emailing [distribution@ccc.govt.nz](mailto:distribution@ccc.govt.nz)

## Using This Resource

This resource provides questionnaires to help evaluate nutrition and physical activity programmes. It has two questionnaire sections: questions about simple demographics (age, gender and ethnicity); and questions to measure physical activity and nutrition which can be used to monitor change over time. You should add your own questions about process which measure use, satisfaction and relevance, if appropriate.

The questionnaires included have been previously developed and either widely used or validated. This means we can trust the results they provide and know that changes found over time are likely to be real behavioural changes, rather than changes due to the questionnaires.

Behavioural questionnaires have been provided at two levels. Level 1 provides simple questionnaires and level 2 questionnaires are slightly more complex in nature, but provide more information.

You should choose the appropriate questionnaire and level for your project.

The questionnaires and their purpose are:

- Demographics

### Level 1

- Physical Activity – sufficiently active
- Food Habits 1 – fruit and vegetable intake

### Level 2

- International Physical Activity Questionnaire – minutes of physical activity
- Food Habits 2 – fat intake

## How to use the questionnaires

These questionnaires will help you conduct impact evaluation. They allow us to measure change over time, which may be the result of our programmes.

These questionnaires are designed to be administered before and after a programme. The findings from each questionnaire administration will allow you to compare results and assess the impact of your project.



These questionnaires are supported by electronic spreadsheets to allow for simple data entry and will provide you with instant analysis that you can use to evaluate your project.

## Steps to using questionnaires

1. Identify the appropriate questionnaire(s).
2. Copy enough questionnaires for your group. Your questionnaire should comprise:
  - a. The title page with instructions and demographics
  - b. One or more of the four behavioural questionnaires that you have selected
  - c. (Optional) Any process evaluation questions that you have designed and are appropriate (e.g. use, satisfaction, etc.).
3. Give the questionnaires to participants to complete and collect these afterwards.
4. Write details into the 'Office Use Only' box (this information will allow you to compare between groups, or pre-post programme later):
  - a. Group – a reference to the programme or group (will be the same for each person in the group)
  - b. Response – a separate number for each person in the group (these can be sequentially numbered e.g. 1,2,3, etc.)
  - c. Date – date questionnaire completed.
5. Enter data into Physical Activity and Nutrition Survey Spreadsheet (refer to Operating Instructions). This Survey Spreadsheet allows for simple data entry once participants have completed the questionnaires, and will also provide you with instant analysis you can use to evaluate the effectiveness of your programme or project. It can be found on the CD in the Active Canterbury toolkit and also on the Active Canterbury website ([www.activecanterbury.org.nz](http://www.activecanterbury.org.nz)). Click on 'Information for Physical Activity Professionals'.

By comparing result summaries of your group before and after your programme, you can see what changes have occurred and what difference you have made.

# Background to Evaluation

## Evaluation – what is it?

Evaluation is about judging the value or worth of an activity. In its simplest form, evaluation is an assessment of whether or not you have achieved what you set out to do (Hawe et al, 1990). Evaluation plays an important role in the process of developing and implementing high quality health promotion interventions.

Health promotion activities have three parts:

- Planning – what do we want to do?
- Implementation – how do we go about doing it?
- Evaluation – how well did our project work?

Evaluation is an integral part of project planning and should commence before project implementation. Evaluation should not be seen as an 'add-on' or commence after the project has been completed.

Evaluation of a project generally tries to answer the following questions:

- Has the project achieved its aims?
- Why has the project achieved (or not achieved) its aims?
- What has resulted from achieving (or not achieving) its aims?
- Is the project a good investment?

## Why is evaluation important?

Evaluation tells us whether or not a project is working and what we can do better next time.

Well conducted evaluation allows us to:

- Assess to what degree the project's aims and objectives have been met
- Find out what else has been achieved as a result of the project
- Find out what went well and what could be improved
- Monitor progress
- Feedback project progress to stakeholders, funders and supporters
- Show how resources were used
- Share experiences with other providers so they can use/adapt our project
- Share experiences and successes with funders
- Advocate for future funding.

## Types of evaluation

Good evaluation requires planning prior to the project starting. It requires project resources allocated to it. Some have suggested between 10-20 percent of the total budget should be devoted to evaluation.

The level of evaluation and resources will depend on the type of project being evaluated. For example, if a project has never been trialled before, evaluation in greater depth will be required compared with projects that have proven empirically successful in the past. Such projects require evaluation designs which focus on process evaluation.

In general, evaluation is divided into four main types (Hawe et al, 1990):

**Formative evaluation** – has the purpose of planning, developing or improving ongoing project activities (e.g. this may include pre-testing or improving the programme as it is being implemented).

**Process evaluation** – measures activity of the programme and who it reaches. It determines the extent to which a programme has been implemented. This is done by measurement of reach; participant satisfaction; implementation of activities; performance of materials/components; and ongoing quality assurance. This evaluation may result in adjusting the programme. Process evaluation corresponds to measuring the programme strategies.

**Impact evaluation** – is concerned with the immediate effects of the programme. This may be conceived as the effect on risk/protective factors which contribute to or cause the health problem. Impact evaluation corresponds to measuring the programme objectives.

**Outcome evaluation** – tests the performance of the programme: has the health problem been reduced? Outcome evaluation corresponds to measuring the programme goals. This is rarely carried out given long term nature of goals.

Hawe P, Degeling D, Hall J. 1990. Evaluation of Health Promotion. McLennan and Petty: Sydney.

# Participant Questionnaire

## Physical Activity and Nutrition Survey

We would like your help by completing this questionnaire. Your answers about physical activity and/or diet behaviours will assist us to improve the activities run by this organisation. We will use the answers you give us to find out whether our programmes are effective in helping participants to lead healthier lives.

All information provided will remain strictly **confidential**. Please **do not write your name on this survey**; your answers are anonymous.

The questionnaire will take less than 10 minutes to complete. Please answer all questions as honestly as you can. You do not have to complete this questionnaire if you do not wish to.

After completing the questionnaire, please return it to a staff member.

Thank you for answering these questions.

### Demographics

1. Gender: (please tick)

1  2

Male Female

2. Age: (please tick)

1  2  3  4  5

<25 years 25-39 years 40-54 years 55-69 years >70 years

3. Which ethnic group or groups do you belong to? (please tick as many as apply to you)

1  1  1  1  1  1  1  1  1

New Zealand European Maori Samoan Cook Island Maori Tongan Niuean Chinese Indian Other

### Office Use Only

Group: \_\_\_\_\_ Date: \_\_\_\_\_

Response No: \_\_\_\_\_

# Participant Questionnaire

## Physical Activity Questions – Level One<sup>1</sup>

Please tick one box for each question

1. How many times a week do you usually do 20 minutes of vigorous physical activity that makes you sweat or puff and pant? (for example jogging, heavy lifting, digging, aerobics or fast bicycling)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3
3 or more times a week	1-2 times a week	None

2. How many times a week do you usually do 30 minutes of moderate physical activity or walking that increases your heart rate or makes you breathe harder than normal? (for example mowing the lawn, carrying light loads, bicycling at a regular pace, or playing doubles tennis)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4
5 or more times a week	3-4 times a week	1-2 times a week	None

# Participant Questionnaire

## Food Habits – Level One<sup>3</sup>

Please tick one of the boxes for each question

1. How often do you usually eat a serve of fruit (fresh, canned, frozen)?  
(a serve is what fits into the palm of your hand)

0	1	2	3	4	5
I don't eat fruit	Less than 1 serving per day	1 serving per day	2 servings per day	3 servings per day	4 or more servings per day

2. How often do you usually eat a serve of vegetables (fresh, canned, frozen)?  
(a serve is what fits into the palm of your hand)

0	1	2	3	4	5
I don't eat vegetables	Less than 1 serving per day	1 serving per day	2 servings per day	3 servings per day	4 or more servings per day

3. How many times a week do you have breakfast?

0	1	2	3	4
I don't have breakfast	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

4. How do you spread butter/ margarine on your bread?

0	1	2	3
I don't use margarine or butter	Thinly	Medium	Thickly



# Participant Questionnaire

5. How many times a week do you eat deep fried food in batter (e.g. fish, fritters, spring rolls) or breadcrumb coating e.g KFC?

0	1	2	3	4
I don't eat fried foods	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

6. How many times a week do you eat sausages, meat pies, sausages rolls, luncheon sausage, tinned corn beef, briskets, bacon or mutton flaps?

0	1	2	3	4
I don't eat these foods	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

7. How many times a week do you eat hot chips or fries?

0	1	2	3	4
Never	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

8. How many times a week do you drink fizzy drinks, cordials, energy or sports drinks? (Do not include diet drinks)

0	1	2	3	4
I don't have these drinks	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

# Participant Questionnaire

## Physical Activity<sup>2</sup> – Level Two

Please complete each box as instructed

**1a.** During the last 7 days, on how many days did you walk for at least 10 minutes at a time? This includes walking at work and at home, walking to travel from place to place, and any other walking that you did solely for recreation, sport, exercise or leisure.

**days per week** or  None (tick)



**1b.** How much time in total did you usually spend walking on one of those days?

hours  minutes

**2a.** Again, think only about those physical activities that you did for at least 10 minutes at a time. During the last 7 days, on how many days did you do moderate physical activities like carrying light loads, bicycling at a regular pace, or doubles tennis? Do not include walking.

**days per week** or  None (tick)



**2b.** How much time in total did you usually spend on one of those days doing moderate physical activity?

hours  minutes

# Participant Questionnaire

3a. During the last 7 days, on how many days did you do vigorous physical activities like heavy lifting, digging, aerobics, or fast bicycling? Think about only those physical activities that you did for at least 10 minutes at a time.

days per week or  None (tick)



3b. How much time in total did you usually spend on one of those days doing vigorous physical activity?

hours  minutes

*The last question is about the time you spent sitting on weekdays while at work, at home, while doing course work and during leisure time. This includes time spent sitting at a desk, visiting friends, reading traveling on a bus or sitting or lying down to watch television.*

4. During the last 7 days, how much time in total did you usually spend sitting on a week day?

hours  minutes

# Participant Questionnaire

## Food Habits Questionnaire<sup>3</sup> – Level Two

Please tick one box for each question

1. How often do you eat fried food in batter (e.g. fish, fritters, spring rolls) or breadcrumb coating e.g. KFC?

0	1	2	3	4
Never	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

2. How often do you eat gravy, cream sauces or cheese sauces?

0	1	2	3	4
Never	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

3. How many times a week do you eat hot chips or French fries?

0	1	2	3	4
Never	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

4. How often do you eat vegetables that are fried or roasted with fat or oil?

0	1	2	3	4
Never	Less than once a week	Once or twice a week	Three to five times a week	Six or more times a week

5. How is your meat usually cooked?

0	1	2	3	4
Never / I am a vegetarian	Grilled or roasted without added oil/fat	Grilled or roasted with added oil/fat	Stewed or 'boil-up'	Fried

# Participant Questionnaire

6. How many times a week do you eat sausages, luncheon sausage, tinned corned beef, brisket, hamburgers, bacon or mutton flaps?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

7. How many times a week do you eat sausage rolls or meat pies?

0 1 2 3 4

Never Less than once Once or twice Three to five Six or more

8. How do you spread butter/margarine on your bread?

0 1 2 3

I don't use margarine or butter Thinly Medium Thickly

9. How often do you add butter, margarine, oil or sour cream to vegetables, cooked rice, pasta or noodles?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

10. How often do you eat sweet pies, pastries, cakes, cookies, muffins or croissants?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

# Participant Questionnaire

11. How many times a week do you eat chocolate, chocolate bars, chocolate biscuits?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

12. How many times a week do you eat potato crisps, corn chips, cheese flavoured snacks e.g. Cheezels, Grain waves or nuts?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

13. How often do you eat cream or use coconut cream?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

14. How often do you eat ice cream?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

15. How many times a week do you eat cheese (not cottage cheese)?

0 1 2 3 4

Never Less than once a week Once or twice a week Three to five times a week Six or more times a week

# Participant Questionnaire

16. What type of milk do you drink or use in cooking or tea and coffee?

0 1 2

I don't use milk **OR** I use trim – green top      Low fat – lite blue top      Homogenised – dark blue

17. How much of the skin on your chicken do you eat?

0 1 2

None of the skin **OR** I am a vegetarian      Some of the skin      Most or all of the skin

18. How much of the fat on your meat do you eat?

0 1 2

None of the fat **OR** I am a vegetarian      Some of the fat      Most or all of the fat

19. How many eggs do you eat a week?

0 1 2 3 4

None      One of two a week      Three a week      Four to five a week      Six or more a week