

PRESENTATION AT THE AEA'16 CONFERENCE

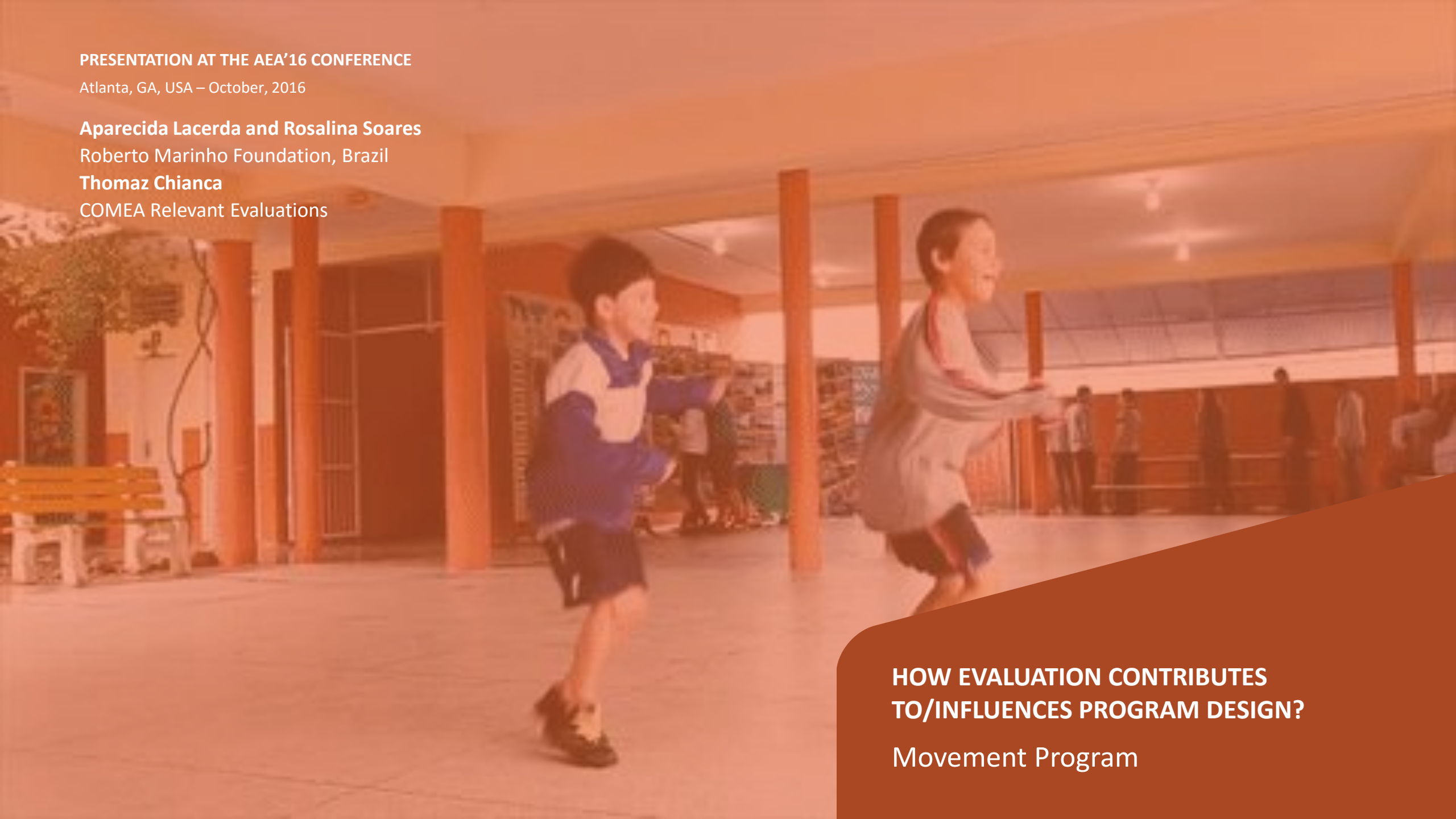
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COMEA Relevant Evaluations



**HOW EVALUATION CONTRIBUTES
TO/INFLUENCES PROGRAM DESIGN?**

Movement Program



Roberto Marinho Foundation

- Non-governmental organization founded in 1977 in Brazil
- A **partnership-based organization**: governments, NGOs and private companies
- Focus on **education using communication technologies**
- Target: youth and adult students and teachers
- Areas: education, heritage, environment and communication

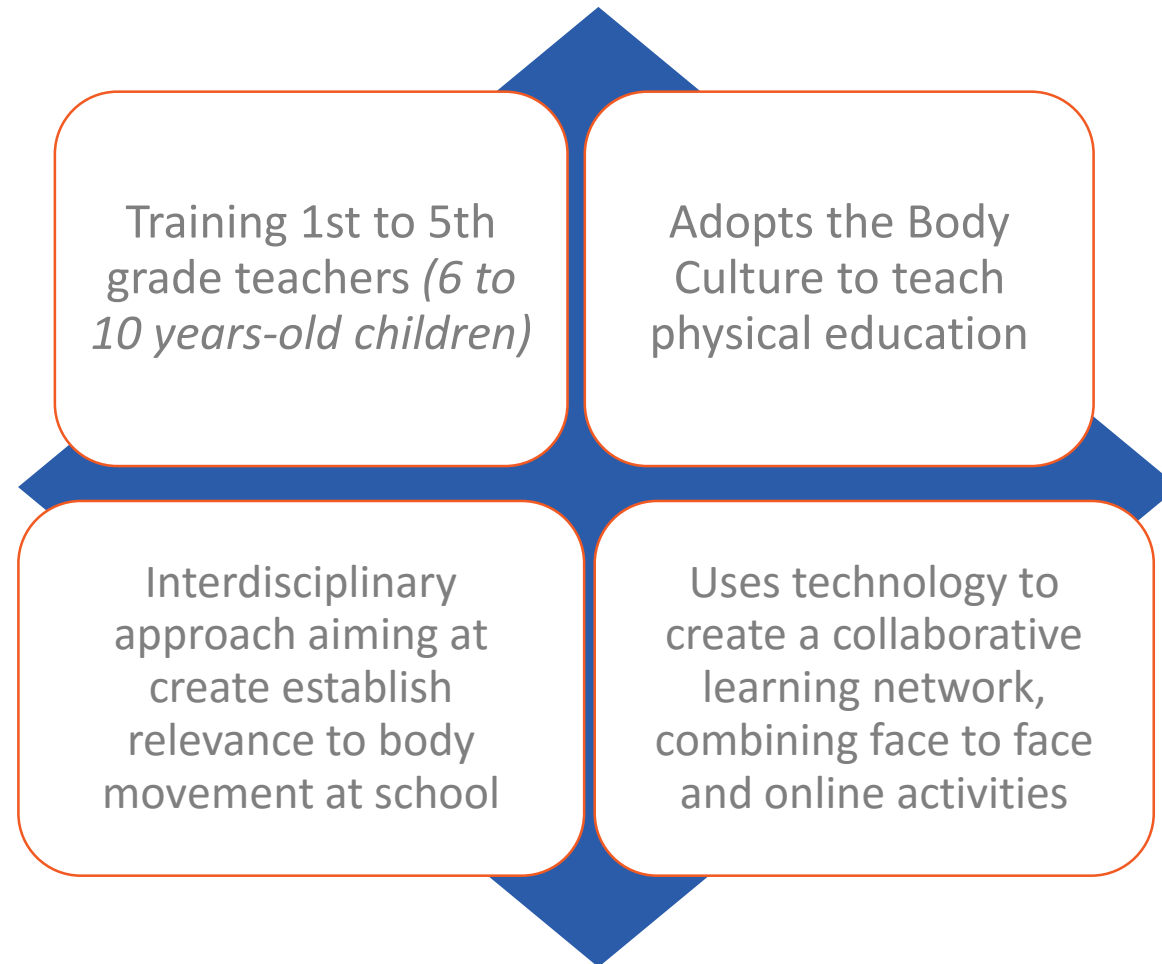
The Problem

SEDENTARY LIFESTYLE: A MATTER OF PUBLIC HEALTH

- According to the *WHO*, 3.2 Million deaths in the world are attributed to lack of physical activities.
- In Brazil, 70% of the youth between 14 and 15 do not exercise enough or don't exercise at all.
- The sooner students have a positive experience with physical activities, the greater are the odds they will become an active adult.

Facing the Problem

THE MOVEMENT PROGRAM



Different perspectives among partners



TEACHERS' PRACTICES

Focus on results on **teachers' practices**
to promote movement culture

VS



CHILDREN'S LEVEL

Focus on changes on **children's level**
– increase of level of movement

*very hard to achieve with
planned design for the project*

Strengthening the program and its likelihood of producing results

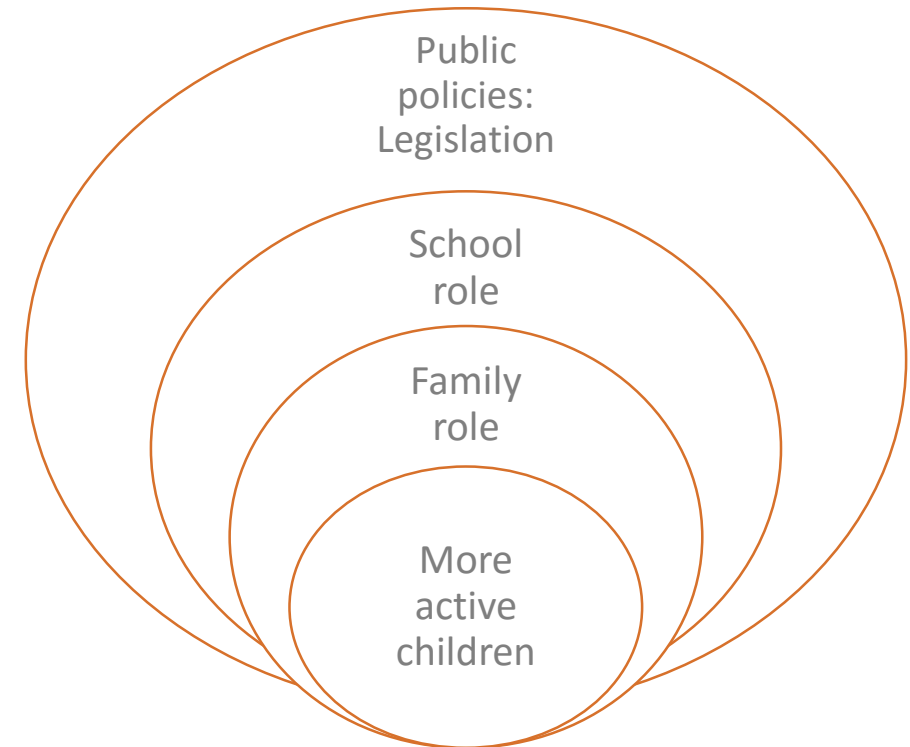


- Deepening knowledge about sedentary lifestyle
- Identify changes that were needed and possible to be produced by the program
- Identify means to achieve the desired changes

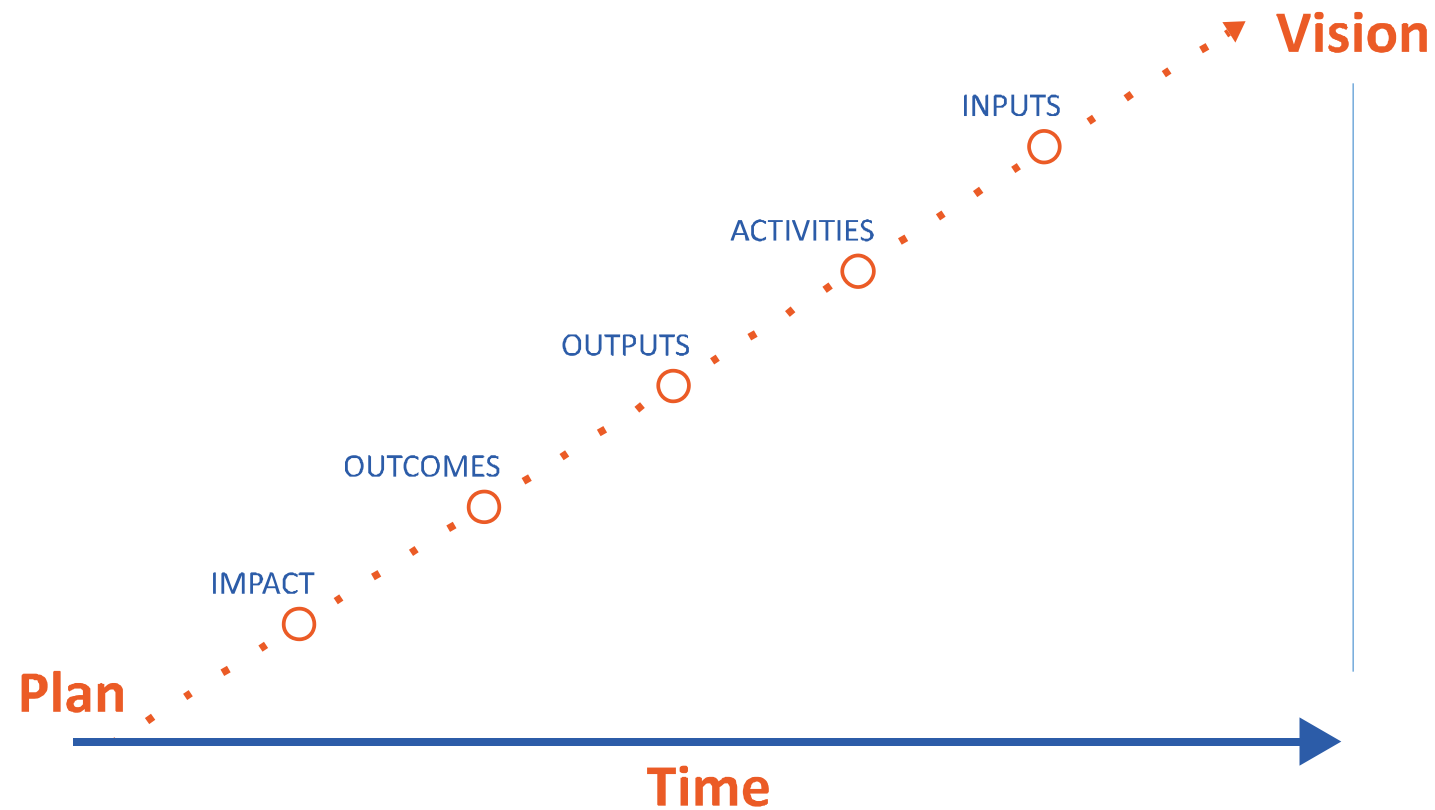
*New strategies to
the Movement
Program*

Learning from research and previous projects

- Factors associated with sedentary lifestyle
- School-based good practices to face sedentary lifestyle

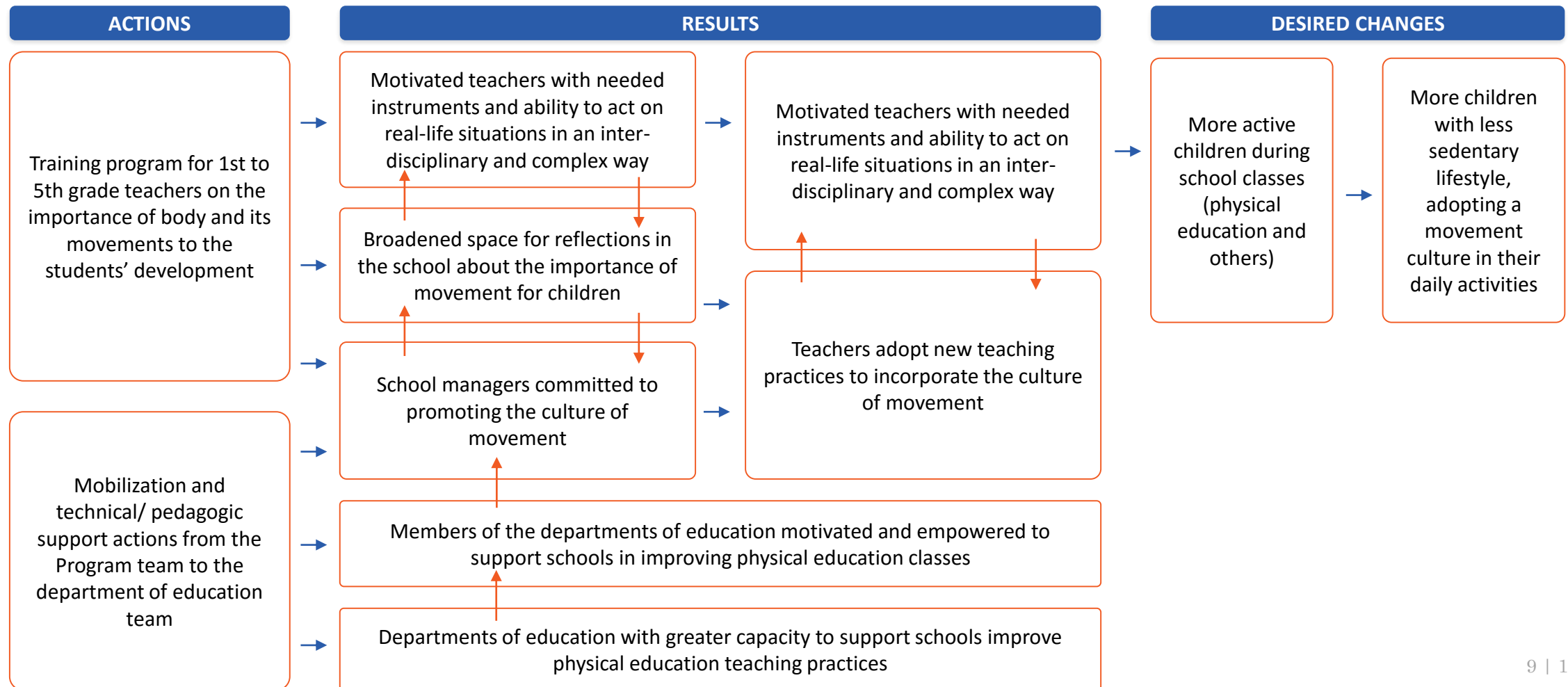


Evaluators faced challenges to fulfill their role



**Low probability that
desired impact was going
to be achieved**

Logic Model: Definition of actions aligned with the desired change



Including evaluation rubrics to identify the merit of the Program

- "Big-picture" evaluation questions
- Development of rubrics combining quanti and quali indicators to assess the project's performance
- Provision of ongoing feedback to support decision making



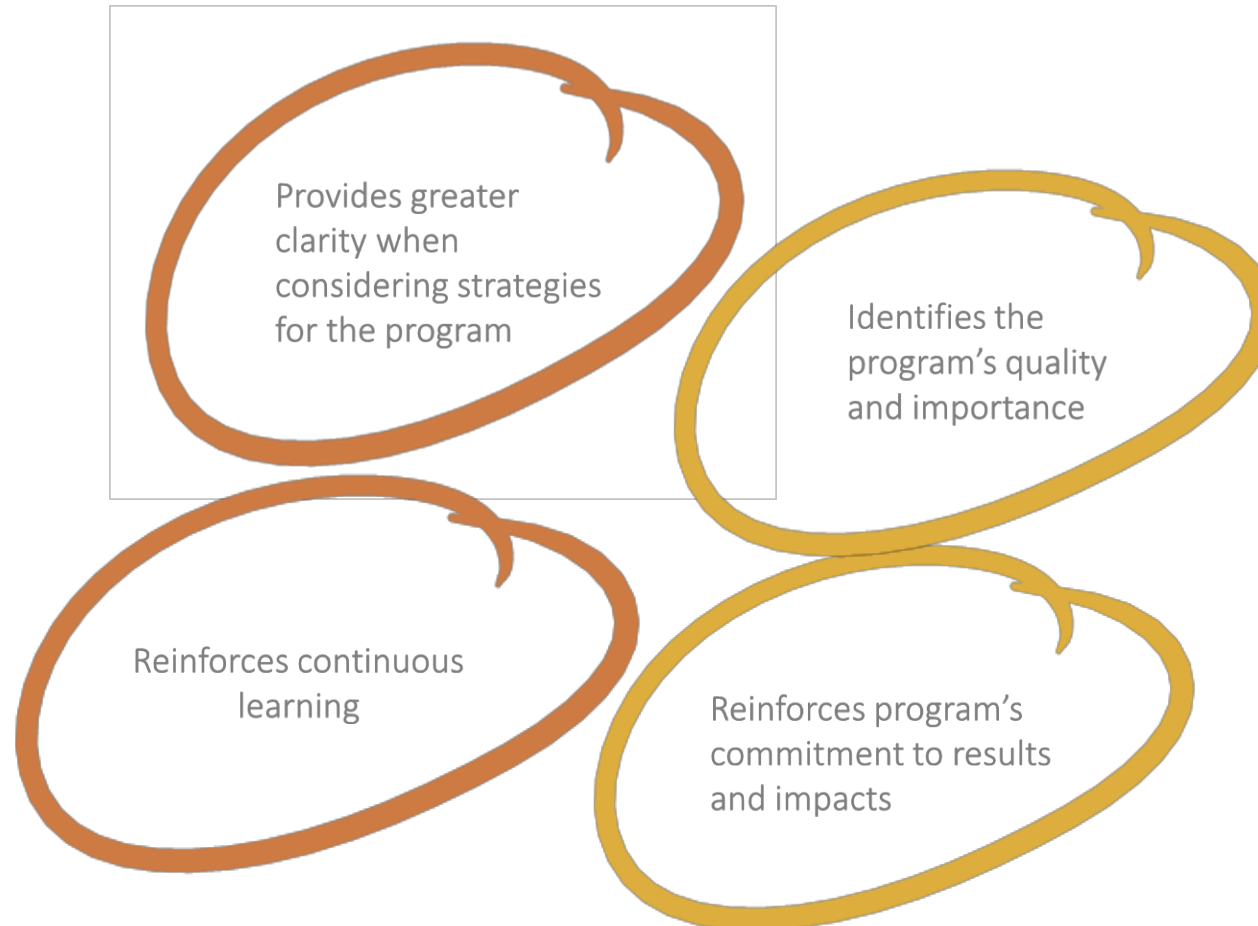
Ongoing Feedback

MAKING INFORMED DECISIONS DURING THE IMPLEMENTATION CYCLE

EVALUATION QUESTION	CRITERION OF MERIT	EVIDENCE	RUBRIC / CONCLUSION	ACTION
To what extent the training contents were adequate?	Training contents for physical education teachers have high quality and adequately address interdisciplinary practices	The training contents are good for broadening general knowledge but inadequate for interdisciplinary practices	Inadequate	Change training educational materials

How evaluation contributes to/influences program design?

MOVEMENT PROGRAM



***MOVEMENT
PROGRAM***

Thank you!

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