

Involving Youth in Evaluating the Youth Engagement Initiative

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Youth Engagement Initiative

Network for a Healthy California launched the program in October 2006.

Mission = Increase fruits and vegetable consumption and daily physical activity among low-income families .

Involves middle and high school age youth at 78 project sites.

Projects utilize a Youth-led Participatory Action Research Framework.

Youth Engagement Initiative

Purpose: Empower youth to create community change.

Process: Youth and adult ally(ies) follow five steps.

Youth accomplishments: Access to clean drinking water and fresh food, and increased options for physical activity.

LPC Project Scope

Evaluation Toolkit

Literature Review

Logic Model *

Data Collection Tools and Guide*

Training Materials for Evaluation Guide

Web-based Tools,* Database, and Reports

* Youth engaged in these steps

Literature Review

Purpose: To inform the development of the evaluation tools.

Process: Reviewed literature from three disciplines: Sociology, Education and Public Health.

Components: Youth Participatory Action Research benefits, challenges and best practices; description of Photovoice methodology; and overview of national and international projects.

Learning Survey

Purpose: To learn specifics about youth projects, and apply findings to the statewide Initiative.

Process: Youth and Adult Allies from sites with at least 2 years experience were encouraged to complete a survey.

Logic Model

Recruited 3 sites for logic modeling webinars.

1. What issue did your group research and why?
2. What research methodologies did you use?
3. What would “success” look like?
4. How did you measure progress?

Provided sites with tools and instructions for how to create a project specific logic model.

Evaluation Tools

Developed 10 data collection tools and an accompanying guide.

1. Information Form for Youth Researchers*
2. YEI Team Meeting Sign-in Sheet*
3. Event and Activity Log*
4. Publicity Tracking Log*
5. Feedback for Your Project Leader/Adult Ally*
6. Before and After Survey*
7. Youth Engagement Team Annual Summary Report*
8. Adult Ally Assessment of Participants
9. Youth Engagement Final Team Report*
10. Spreading the Message Form*

Pilot Testing Evaluation Tools

Purpose: To gather input from youth to refine the tools and identify which tools should be core and supplemental.

Process: Recruited two sites to participate in pilot testing of tools.

Outcome: Youth input and revisions to tools.

Training Materials

Created a protocol and guide for the data collection tools.

Included the guide as the Evaluation Module in the Youth Engagement Initiative Training Binder

Created a PowerPoint training template for Youth Engagement Initiative to use for online trainings.

Where are we now?

Pilot-tested web-based vs. pen-to-paper survey administration.

Researched web-based tools for administering surveys, performing data entry and analysis, and generating site and statewide reports.

Developed three web-based tools for statewide use this year.

Developed a Data Collection Users Guide for person managing data collection.

Lessons Learned

Youth involved in the Initiative have an elevated understanding and appreciation of how research may be applied to an evaluation of their efforts.

Face-to-face contact is the best mode for collecting youth input.

Terminology can be an obstacle to data collection.

Youth like a strength-based approach.

Take into account technology limits.

Lessons Learned

Don't assume youth prefer web-based data collection tools.

Take into account the time of year when engaging youth partners through school sites.

Utilize icebreakers and energizers to gain and keep youth interest.

Make sure a member of the research team is comfortable with young people and knows how to have fun!

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Network for a Healthy California

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