What do I want to measure?

Outcome Measures:
CATCH Kids Club has been found effective in improving physical activity and nutrition knowledge and behaviors and in reducing overweight and obesity. When deciding which of these outcomes to measure, there are several factors to consider:

- What are you trying to change? Which outcomes are most important to you?
- Which outcomes are most important to your funder?
- What resources (e.g. money, staff, time) are available for conducting the evaluation?
  - Self-report measures, such as surveys, are easier and less expensive to administer than observational measurement tools. Collecting measures of height and weight can be both time consuming and expensive.
- How long is your program?
  - Psychosocial factors (e.g. knowledge, preferences, self-efficacy, intentions) typically change faster than behavior. Changes in obesity rates may take a year or more.

Process Measures:
Process measures provide information about how well your CATCH Kids Club program is being implemented. This is important for quality improvement and can also provide insight into why your program has or has not been effective in changing the outcomes you measure. Items to consider measuring include:

- Staff Buy-in: Adoption of CATCH Kids Club is often mandated by management, which does not always guarantee staff support. Staff support is an important element for successful implementation.
- Staff Self-efficacy: Staff who feel confident in their ability to implement the CATCH Kids Club curriculum are more likely to do so successfully.
- Program Dose: To what extent are staff delivering lessons and implementing program components?
- Program Fidelity: Are staff delivering the program as intended or are they making changes to the lessons and activities?
## What measurement tools should I use?

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<th>Measurement Tool</th>
<th>What is it?</th>
<th>What can it measure?</th>
<th>Examples (Surveys listed here are available on our website)</th>
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| **Student Survey** | A questionnaire completed by students. Typically administered to older elementary and middle school students who have the ability to self-assess. | Outcomes:  
- Eating behaviors  
- Physical activity and screen time behaviors  
- Nutrition and physical activity knowledge  
- Food preferences  
- Self-efficacy and intentions for healthy eating and physical activity | • CATCH Kids Club Afterschool Student Questionnaire  
• CATCH ‘EM Mini Surveys |
| **Parent Survey** | A questionnaire completed by a parent or caregiver. Useful for when students are too young or otherwise unable to complete their own surveys, or to evaluate the home environment. | Outcomes:  
- Eating behaviors  
- Physical activity and screen time behaviors  
- Food preferences  
- Family support for healthy behaviors | • School Physical Activity and Nutrition (SPAN) parent survey |
| **Implementer Survey** | A questionnaire completed by administrators, teachers, or other staff responsible for implementing program components. | Process:  
- Buy-in and support  
- Self-efficacy for implementing program components  
- Program dose and fidelity | • CATCH Classroom Teacher Survey. Can be adapted for use in afterschool and summer settings. |
| **Physical Activity Observation** | Provides an objective measure of children’s physical activity. Useful for measuring improvements in physical activity levels during PE or active classroom times. | Outcome & Process:  
- Student physical activity levels  
- % of lesson spent in moderate-to-vigorous physical activity | • SOFIT: System for Observing Fitness Instruction Time (Using SOFIT? We can help with training) |
Sample Evaluation Protocol:

Month 1:
- Baseline student surveys administered
- Baseline SOFIT observations conducted

Month 2:
- Staff training in CATCH Kids Club implementation
- Staff begin CATCH Kids Club implementation

Month 3:
- Baseline implementer surveys administered

Month 12:
- Follow-up student surveys administered
- Follow-up SOFIT observations conducted
- Follow-up implementer surveys administered

Note: The above protocol would be for a year-round program. For an afterschool or summer only program, follow-up measures would be conducted at the end of the program (for example, May or August).