

Evaluation Within the Problem Identification Domain

Domain: Problem Identification	
Audio Transcript	Visual Display
<p>Maria: I'd like for my family to eat more fruits and vegetables, but the stores around here don't stock much produce, and what they do have is so expensive! We just can't afford to buy healthier food."</p>	<p>"I'd like for my family to eat more fruits and vegetables, but the stores around here don't stock much produce, and what they do have is so expensive! We just can't afford to buy healthier food."</p> <p>—Maria, rural community member</p> <p><i><Photo of a Hispanic woman.></i></p>
<p>Policy Evaluation Expert: Maria's assessment of her family's situation is just one example of a larger problem. According to studies conducted by CDC, many low-income people have difficulty accessing the necessary foods for maintaining a healthful diet.</p>	<p>Many low-income people have difficulty accessing the necessary foods for maintaining a healthful diet.</p> <p><i><Photo of grocery store aisle with no fresh produce available.></i></p>
<p>Let's consider how an evaluation of the Problem Identification domain for this example could be carried out.</p>	<p><i><Graphic of the policy process with the Problem Identification domain highlighted.></i></p>
<p>The purpose is to evaluate the process of identifying the context and cause(s) of the issue and the extent that it lends itself to potential policy solution(s) and prioritized action.</p>	<p>Purpose</p> <p>To evaluate</p> <ul style="list-style-type: none"> ▪ The process of identifying the context and cause(s) of the issue. ▪ The extent that it lends itself to potential policy solution(s) and prioritized action. <p><i><Photo of a woman and the following question in a speech bubble: What is the purpose of the evaluation within this domain?></i></p>

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<p>The evaluation considers which stakeholders were involved and how they were engaged. Stakeholders during Problem Identification may include policymakers, health department staff, and community planning groups.</p>	<p>Stakeholders</p> <ul style="list-style-type: none"> ▪ Policymakers ▪ Health Department Staff ▪ Community Planning Groups <p><i><Photo of a woman and the following question in a speech bubble: Which stakeholders were involved, and how were they engaged?></i></p>
<p>The evaluation also considers uses, such as understanding and documenting</p> <ul style="list-style-type: none"> ▪ The process by which stakeholders addressed the issue. ▪ The needs and resources of the target community as it relates to the issue. ▪ How possible theories or approaches for addressing the problem were identified (theories of change). 	<p>Use</p> <ul style="list-style-type: none"> ▪ Process by which stakeholders addressed the issue. ▪ Needs and resources of the target community. ▪ How possible theories of change were identified. <p><i><Photo of a woman and the following question in a speech bubble: How will the evaluation of this domain be used?></i></p>
<p>Several evaluation questions may be asked, such as questions about the type of data collected and analyzed, the nature and causes of the problem, identification of gaps in the data, definition of the problem, and stakeholder engagement.</p>	<p>Evaluation Questions</p> <ul style="list-style-type: none"> ▪ What data were collected and analyzed? ▪ Was the data collection comprehensive enough to provide an accurate picture of the problem and the context? ▪ Were the nature and causes of the problem included such as frequency, scope, and severity? ▪ Were gaps in data identified? ▪ Was the problem defined in a way to lend itself to policy solution(s) or actions? ▪ Were the right stakeholders engaged in the definition of the problem, data collection, and analyses to ensure a comprehensive assessment? <p><i><Photo of a woman and the following question in a speech bubble: What do we need to know in order to conduct the evaluation for this domain?></i></p>

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<p>Methodology considerations may include qualitative data, such as interviews with stakeholders involved in the needs assessment, or environmental scan strategies. Evaluators also look for documentation of the problem identification process, such as discussions around problem identification.</p>	<p>Methodology Considerations</p> <ul style="list-style-type: none"> ▪ Qualitative data ▪ Documentation of problem identification process <p><i><Photo of a woman and the following question in a speech bubble: How will the evaluation of this domain be conducted?></i></p>
<p>To read about the example used for this domain, consult these documents, linked on the Resources page.</p>	<p>Resources</p> <ul style="list-style-type: none"> ▪ Availability, Affordability, and Accessibility of a Healthful Diet in a Low-Income Community ▪ Healthier Food Retail: Beginning the Assessment Process in Your State or Community