Only bite off what you can chew: Making food literacy evaluation work for you

Presented by: Diana Chard, RD
Twitter: @dianamchard @hpepublichealth
Conflicts of interest

CONFLICT OF INTEREST?

I NEVER MET A CONFLICT THAT DIDN’T INTEREST ME.
Key Messages

- Anyone can (and should) do evaluation
- It doesn’t have to be complicated
- Don’t just sit on the data
- Make it an iterative process
Anyone can do evaluation
Background

Cooking with the Basic Shelf

2018 COOKING WITH THE BASIC SHELF
Free Cooking Classes

Join us for 6 hands-on cooking classes.
Learn to cook healthy tasty foods on a budget!

To find out more, call the Healthy Life Line at 613-966-5500 ext. 610.
It doesn’t have to be complicated.

Examples of Questions

• When you go grocery shopping do you make and bring a shopping list?

• Do you use foods like beans, chickpeas or lentils to make a meal once a week or more?
The struggle to get follow-up is real
Food Literacy Report 2017

In the last 12 months, how often was the statement "I couldn't afford to eat balanced meals" true for you?

- **Often**: 39%
- **Never**: 56%
- **Sometimes**: 5%

Do you eat meat, fish, or a vegetarian choice every day?

- **Yes**: 54%
- **No**: 2%
- **Sometimes**: 44%
Make it iterative
NEED A RESET? TRY THE FOOD BABE 3-DAY JUICE CLEANSE!

FOOD BABE

HOT ON THE TRAIL TO INVESTIGATE WHAT'S REALLY IN YOUR FOOD!

Vani Hari

Join our FREE Weekly Newsletter!

Dissect your favorite foods and learn the truth about the food & health industry

Name
Email

JUMP ON BOARD
Don’t just sit on the data

When you go grocery shopping, do you use grocery store flyers or coupons?

If you cook food at home, how confident are you in your overall cooking skills?
Quotes

“After doing so much cooking from scratch, I have loaded my fridge/pantry with spices and fresh vegetables.”

“I'm no longer a nervous wreck with a knife.”
Anyone can do evaluation

It helps to have support:
• Teammates
• Evaluation expertise
• Epidemiologist
• Program assistant
Anyone can do evaluation

• Only ask questions you have a purpose for
• Keep it simple
Evaluation should start when you start your program planning.

Evaluation should never stop.
Contact:

dchard@hpeph.ca

Twitter: @dianamchard

@hpepublichealth

www.hpepublichealth.ca