

Evaluating Blender Bike Activities and Communicating the Results

How to approach evaluation of blender bike activities depends on a variety of factors, such as:

- Your goals for the event
- Amount of contact time with participants
- Type and amount of activities involved

Large public events such as fairs or festivals (short amount of contact time)

Success Indicators

- Participation: Number of participants
- Satisfaction: Participants' reactions
- Intent: Participants requesting recipes (suggests they will make in the future)

One class or workshop session (45 minutes to 1 hour in length)

Success Indicators

- Participation: Number of participants
- Satisfaction: Participants' reactions
- Knowledge gained: Participants' responses to activity debriefing questions
- Knowledge gained: Survey

Multiple Sessions

Success Indicators

- Participation: Number of participants, number of contact hours
- Satisfaction: Participants' reactions
- Knowledge gained: Participants' responses to debriefing questions
- Knowledge gained: Survey
- Behavior change: Follow-up survey to determine if participants made changes in their diet.

Communicating the Results

- Take photos showing participants in action. Consider brand placement (e.g., signage, aprons, t-shirts)
- Write a follow-up feature or press release.
- Include quotes from participants.
- Include healthy living messages.
- Post photo and brief description on social media.

