Public Health in the Rockies 2016

EvaluWHAT?
Simplifying EVALUATION for the busy professional

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Today’s Focus

Evaluation Basics
Credit where credit is due


It doesn’t need to be complicated, just well-planned

There are a few critical key steps that if done well, makes everything else easy

It takes a village
WHAT WOULD YOU SAY
YOU DO HERE?
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<table>
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<tbody>
<tr>
<td><strong>EVALUATOR</strong></td>
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<tr>
<td>4. What the program directors want me to do</td>
<td>5. What my adversaries think I do</td>
<td>6. What I really do</td>
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What does evaluation mean to you?
EVALUATION
THIS IS A BIG, FAT WASTE OF MY TIME!

DETOUR

WASTE ALL THE MONEY!

quickmeme.com
I SEE YOU
JUDGING ME

DON'T JUDGE ME!

PLEASE DON'T JUDGE ME
THAT WORD

I DON'T THINK IT MEANS WHAT YOU THINK IT MEANS
judgment

noun
noun: judgement

1. the ability to make considered decisions or come to sensible conclusions.
   "an error of judgment"
synonyms: discernment, acumen, shrewdness, astuteness, sense, common sense, perception, perspicacity, percipience, acuity, discrimination, reckoning, wisdom, wit, judiciousness, prudence, canniness, sharpness, sharp-wittedness, powers of reasoning, reason, logic

• an opinion or conclusion.
  "they make subjective judgments about children's skills"
synonyms: assessment, evaluation, appraisal
Evaluation helps you by...

... tracking activities or progress...

... in a quantifiable way...

... to identify needs, barriers, and facilitators to success...

... so that you can receive resources or technical assistance (if needed)...

... to ensure positive outcomes, increased understanding and the ability to replicate success!
The systematic collection of information about the activities, characteristics, and results of programs to make judgments about the program, improve or further develop program effectiveness, inform decisions about future programming, or increase understanding.

-Michael Quinn Patton
10 Essential Public Health Services
Evaluation is NOT surveillance

Surveillance Focuses Here

Evaluation Focuses Down Here
Evaluation is NOT performance measurement

**Performance Measurement**

Performance measurement is a continual monitoring of a result through time, often for many years, to look for different signals of change that might be due to a range of different programs or campaigns or initiatives.

**Evaluation**

Seeks to understand a program and/or the results it has attained.

Evaluation is about using multiple pieces of data to make judgments about the program.

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Evaluation gives meaning to performance measurement and performance measurement gives empirical rigor (evidence) to evaluation.
CDC’s Framework for Evaluation
Simplify it!

Lose the jargon

Prioritize focus

Spend adequate time planning

Use simple information sources
Stakeholder Engagement
WHY engage stakeholders?

- Strengthens the evaluation through added perspectives
- Ensures evaluation is useful, will collect useful information
  - determine and prioritize key evaluation questions
- Enhances credibility of the evaluation
- Helps avoid potential conflicts or misunderstandings
- Helps ensure cultural relevance
- Brings talent and expertise to the evaluation
- Spreads responsibilities and roles
  - pretest data collection instruments
  - facilitate data collection
  - implement evaluation activities
- May create new or additional access to resources
- Provides opportunity for stakeholders to learn about/gain better appreciation of your work
- Enhances understanding and use of results
- Shows respect
• Stakeholders will more likely use the evaluation if they understand and feel they own the evaluation process and findings.
• Stakeholders will more likely understand and own the evaluation if they were actively involved in the process.

Source: myGEM: GEM practitioners network, http://www.genderevaluation.net/
Evaluation stakeholders are *evaluation users*, not program stakeholders in general.
WHEN to engage stakeholders

Manage the evaluation
- Human subjects
- Timeline
- Roles & Responsibilities
- Budget

Engage stakeholders

Focus
- Describe problem
- Define purpose
- Determine use/users
- Decide key questions
- Select indicators
- Determine design

Collect data
- Identify sources
- Select methods
- Pilot test
- Set schedule
- Determine sample

Analyze & Interpret
- Process data
- Analyze data
- Interpret
- Identify limitations

Use
- Share findings & lessons learned
- Use to make decisions & next steps

Maintain evaluation standards: utility - feasibility - propriety - accuracy
HOW to engage stakeholders
Things to remember

• Involve stakeholders early
• Focus on key stakeholders
• Provide options
• Look beyond leaders
• Be realistic about evaluation
• Be inclusive
• Bring new stakeholders on board
STANDARDS FOR "GOOD" EVALUATION

- Utility
- Accuracy
- Feasibility
- Propriety

STEPS IN EVALUATION

- Engage Stakeholders
- Describe the Program
- Focus the Evaluation Design
- Gather Credible Evidence
- Justify Conclusions
- Ensure Use and Share Lessons Learned

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Center for Health & Environmental Data
Department of Public Health & Environment
I think you should be more specific here in step two.
The systematic collection of information about the activities, characteristics, and results of programs to make judgments about the program, improve or further develop program effectiveness, inform decisions about future programming, or increase understanding.

-Michael Quinn Patton
“program” vs. “Program”

The object of evaluation.

Research initiatives

Training and educational services

Direct service interventions

Administrative systems

Surveillance systems

Community mobilization efforts

Policy development activities

Outbreak investigations

Communication campaigns

Infrastructure building projects
Don’t get fooled by an inaccurate or incomplete program description!
What’s included in a good one?

- Situation/Context
- Outcomes/Results
- Participants
- Activities
- Resources
- Assumptions
- Environment
- Stage of development
Logic Models...helpful tools!
Underlying purpose is to...

LEARN!
What’s the purpose of your evaluation?

We are conducting an evaluation of ________________________________

because ________________________________

in order to ________________________________.

Example: We are conducting an evaluation of health coaching because we want to know the extent to which clients benefit from health coaching participation in order to improve program practices and to report program outcomes to our funder.
Evaluation Questions

Good evaluation questions:
• Are important to your purpose
• Will provide new insights
• Include concerns of key users
• Are realistic given
  – the state/stage of the program
  – your resources and timeline

Activity
Tools:
Logic model
Purpose statement
Page 11 - column 1
Page 10 - reference
Activity
Tools:
Page 11 - Last column
Choose 1-2 questions
Indicators

• Direct
• Specific
• Useful
• Practical
• Culturally appropriate
• Adequate

Activity
Tools:
Page 14 - first 3 columns
Page 12 & 13 - reference
Collecting Data

• Identify sources
• Select methods
• Pilot test
• Set schedule
• Determine sample
Justifying Conclusions

- Process data
- Analyze data
- Interpret
- Identify limitations
Ensuring Use

• Share findings & lessons learned
• Use to make decisions & next steps
Additional Considerations in Evaluation

Cultural Competence

Human Subjects Protection
https://phrp.nihtraining.com

Organizational Readiness & Evaluation Capacity

Budgeting for Evaluation
It doesn’t need to be complicated, just well-planned!

There are a few critical key steps that if done well, makes everything else easy!

It takes a village!
CONTACT INFORMATION

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