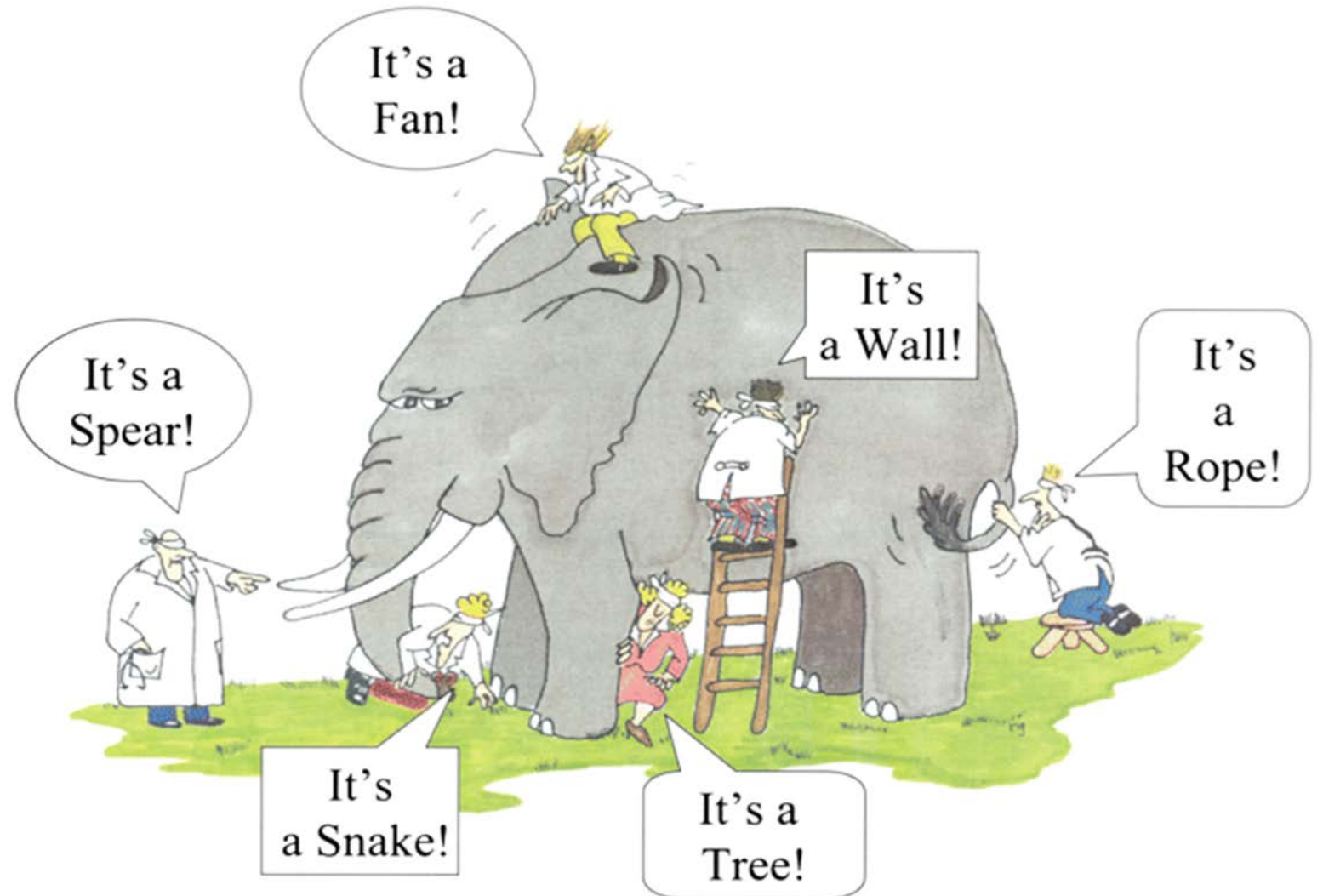


# EVALUATION 101

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# WHAT IS EVALUATION?



# WHAT IS PROGRAM EVALUATION?

Evaluation is a systematic, objective process for determining the efficiency and/or effectiveness of a policy or program.

It addresses questions about whether and to what extent the program is achieving its goals and objectives.

It provides a systematic method for collecting, analyzing, and using information and can involve both quantitative and qualitative methods.

# WHY IS IT IMPORTANT?

Allows you to systematically document your program's value

Allows you to make programmatic changes for improvement

Allows you to determine if stated outcomes are being reached

Allows for the assessment of: need, implementation, impact, cost.

Allows you to: **TELL YOUR PROGRAM'S STORY!**

# CDC FRAMEWORK FOR EVALUATION



Process	Evaluation (also called <i>formative</i> )
<p><u>who</u>, <u>what</u>, <u>when</u>, <u>how many</u></p>	<p>Reach</p> <ul style="list-style-type: none"> <li>• Who did the program reach?</li> <li>• How many people participated?</li> <li>• Were new HIV policies disseminated to all school districts during the past school year?</li> </ul> <p>Quality</p> <ul style="list-style-type: none"> <li>• How well was the program delivered?</li> <li>• How did the components of an event go? What aspects of the event worked well? Was the activity implemented properly/with fidelity?</li> </ul> <p>Satisfaction</p> <ul style="list-style-type: none"> <li>• How satisfied were the people involved in the program?</li> <li>• Was the venue convenient? Were different parts of the event easy to navigate?</li> </ul> <p>Barriers</p> <ul style="list-style-type: none"> <li>• What got in the way of success?</li> <li>• What lessons have been learned that might be useful for planning future events?</li> </ul>

<b>Outcome</b>	<b>Evaluation</b> (also called <i>summative</i> )
What changed?	<p>Short-term Outcomes</p> <ul style="list-style-type: none"> <li>• Awareness, knowledge, opinions, attitudes and skills</li> <li>• Did we achieve the outcomes we hoped to achieve?</li> <li>• Why has it worked or not worked? For whom and in what circumstances?</li> </ul> <p>Intermediate Outcomes</p> <ul style="list-style-type: none"> <li>• Behavior changes</li> <li>• What are the hard to measure impacts of this intervention?</li> <li>• How can we begin to effectively document these impacts?</li> </ul>

<b>Impact</b>	<b>Evaluation</b>
What is sustained?	<p>Long-term Outcomes</p> <p>These include changes in participant's behavior, condition, or status.</p> <ul style="list-style-type: none"> <li>• Reductions in poverty rates, HIV status, obesity rates...</li> </ul>

# A LINEAR PROCESS?

Program Goals → Objectives → Program  
Activities → Evaluation Measures → Outcomes



# PROGRAM GOALS AND OBJECTIVES

Goals are broad, encompassing statements about the outcomes to be achieved

Objectives are specific statements about impacts to be achieved and are stated in measurable terms

# TRACKING YOUR PROGRAM OUTCOMES

Develop/determine measures/outcome indicators

Establish a method for data collection

Develop tool/survey instrument for data collection

Use of data collection system, such as Excel

Report results to stakeholders

Refine program, as necessary

# MAJOR METHODS FOR COLLECTING DATA

Questionnaires, surveys, checklists, logs

Use of secondary data sets (e.g. electronic health records)

Interviews

Documentation Review

Observation

Focus Groups

Case Reviews

# EXAMPLE OF DATA TRACKING (CLIENT-LEVEL OUTCOMES) IN EXCEL

Client ID	Age	Service Quarter	# PE classes received	# health classes received	Pretest score	Posttest score
101	18	Quarter 1	4	5	20	38
102	23	Quarter 3	10	2	31	41
103	15	Quarter 4	7	8	17	37

# EXAMPLE: EVALUATION MATRIX

Goals	Measurable Objectives	Evaluation Measures	Data Collection Method	Data Input and Analysis
1. Provide education and promote awareness among students of dangers of substance use	1. All Program participants will complete 4-week SA awareness program  1.2 At least 80% of students will show positive change in knowledge and attitudes	# Students in attendance  Evaluate changes in knowledge and attitudes before and after program.	Documentation Review  Knowledge-based pre-post surveys	Input attendance records and survey results in Excel datasheet for analysis

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