

Writing an Evaluation Plan

A Toolkit for the Rural Allied Health Network Training Program

Kap Wilkes

Senior Program Manager

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The Center's Purpose

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Recruitment & Retention
- Community Health Assessments
- Networking

Objectives

- Understand components of an evaluation plan
- Clarity on the purpose and approach of evaluation
- Understand difference between measures for tracking progress and demonstrating impact
- Identify a method for collecting and reporting results
- Identify a communication plan for intentionally sharing results

Components of Program Evaluation

- Program Description
- Evaluation Design
- Plan to Measure Key Data
- Collecting and Reporting Results
- Communication Plan of Key Results

Evaluation Terminology

Planning Framework

- Strategic Planning
- Logic Model

Program Goals

- Mission/Vision or Goals
- Long-term Impact

Program Objectives

- Strategies
- Outcomes

SMART Objectives

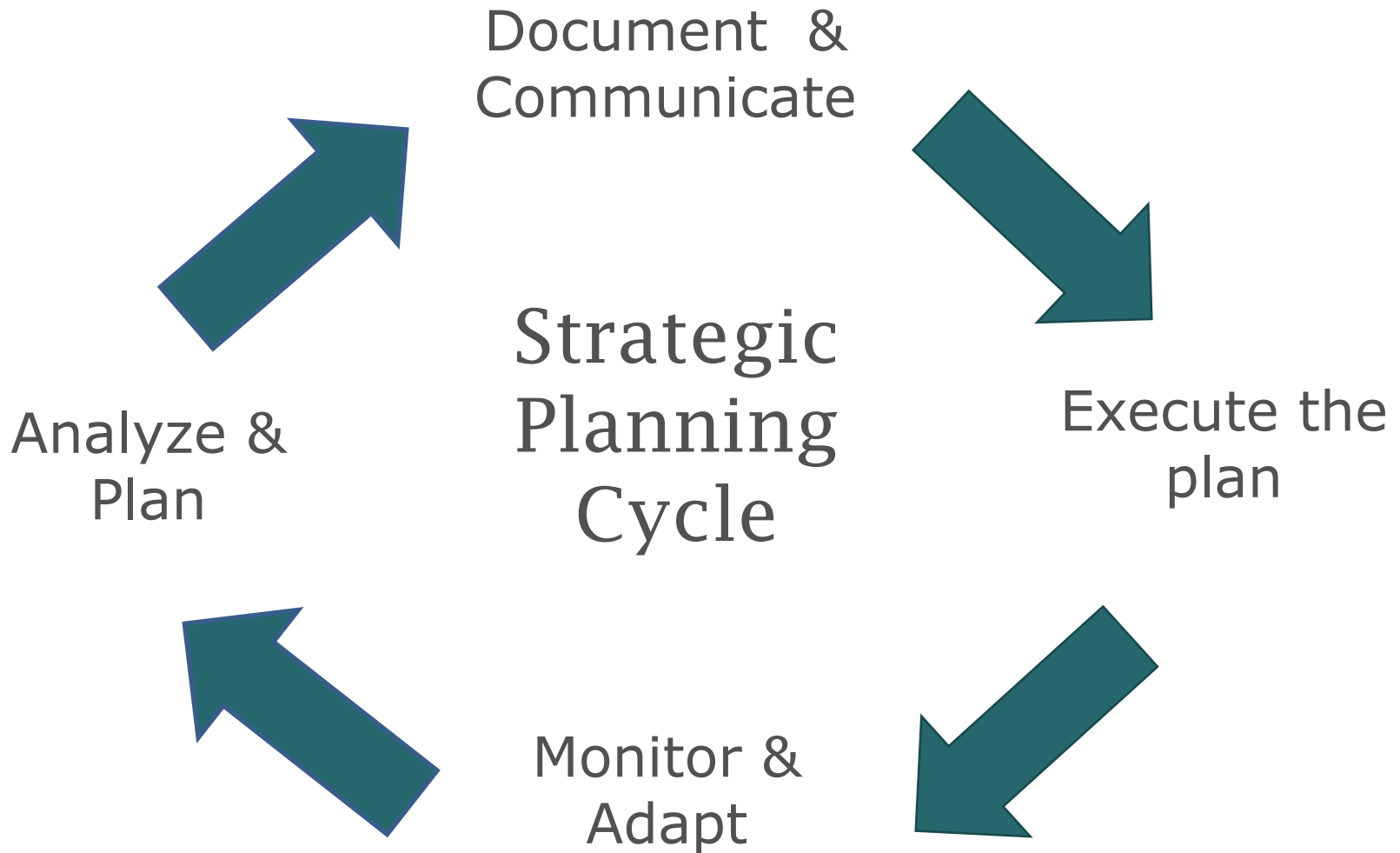
SMART =

- Specific
- Measurable
- Attainable
- Realistic
- Timely

Very Broad Objective = Everyone is Healthy

SMART Objective = Health outcomes of patients in our community with diabetes improves within three years

Evaluation as Part of Strategic Planning



Components of Program Evaluation

- Program Description
- Evaluation Design
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- Communication Plan of Key Results

Program Description

- Program description, including mission and vision, goals, long-term impact
- Clear and easy to understand list of program goals and objectives
- Program history
- Program value propositions
- Program members

Evaluation Design

- Describe the purpose and reason for writing an evaluation plan:
 - Why is evaluation important for this program?
- Identify the planning framework
- Include a diagram to illustrate alignment of goals, program objectives and activities

Plan to Measure Key Data

- What:
 - Select key data to measure
 - Identify specific targets
 - Define the measurement
 - Decide how to collect the data
- When: Identify when the data will be collected
- Who: Identify who will collect the data

Key Data: Tracking Implementation

What progress has been made toward the program activities?

- Data is referred to as 'outputs'
- Includes counting implementation of the workplan
- Startup task force: task force met 12 times

Tip: key data for tracking progress includes 6-12 month initiatives that are considered critical to success of program.

Key Data: Monitoring Impact

What progress has been made toward program objectives?

- Data is referred to as 'achievements' of 'outcomes'
- Includes measuring the result of the effort
- Improved health of community members with diabetes: ALC-2 measures improved 10% over 6 months

Tip: Identify 1-2 key results for each objective.

Plan to Measure Key Data

| GOAL I: | | | | | | |
|-------------------|---|--------|-----------------------|---------------------------|------------------------------|---|
| Program Objective | What | | | | When | Who |
| | Measure Description of an Output or Outcome | Target | Definition of Measure | Method of Collecting Data | Frequency of Data Collection | Who is responsible for gathering the data |
| A. | 1. | | • | • | • | • |
| | 2. | | • | • | • | • |
| B. | 3, | | • | • | • | • |
| | 4, | | • | • | • | • |

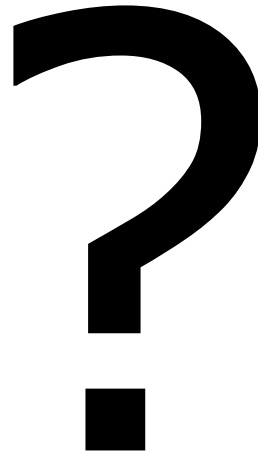
Collecting and Reporting Results

| GOAL I: | | | | | | | | |
|-------------------|---|--------|-----------|---------|--------|--------|--------|--------|
| Program Objective | What | | When | Results | | | | |
| | Measure Description of an Output or Outcome | Target | Frequency | Qtr. 1 | Qtr. 2 | Qtr. 3 | Qtr. 4 | Annual |
| A. | 1. | | • | • | • | • | • | • |
| | 2. | | • | • | • | • | • | • |
| B. | 3. | | • | • | • | • | • | • |
| | 4. | | • | • | • | • | • | • |

Communication Plan of Key Results

| Key Result Measure Description | Audience of Communication | Mode of Delivering Information | Frequency of Delivering Information | Person Responsible for Communication |
|--------------------------------|---------------------------|--------------------------------|-------------------------------------|--------------------------------------|
| 1. | • | • | • | • |
| 2. | • | • | • | • |
| 3. | • | • | • | • |
| 4. | • | • | • | • |

Questions?



Kap Wilkes

Senior Program Manger

218-216-7026

kwilkes@ruralcenter.org

<https://www.ruralcenter.org/rhi>

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