Critical Components of Evaluation

Rochelle Schultz Spinarski, Rural Health Solutions
Evaluation Workshop: Demonstrating Value and Outcomes
July 22, 2014
Areas of Focus - Laying the Foundation

What  Why  Components
Definition: Program Evaluation

A systematic method for collecting, analyzing, and using information to answer questions about projects, policies and programs, particularly about their effectiveness and efficiency.
Don’t get confused with “program”

Assessments
Marketing
Provision of Services

Media Campaigns
Public Policies
Research Projects

Workshops
Activities
Technical Assistance

Communications
Training
Evaluation vs. Research vs. Assessment vs. Surveillance

Purpose

- **Evaluation** - Provide timely and constructive information for decision-making about particular programs, facilitate program development, improve something
- **Research** - Advance knowledge and theory, prove something
- **Assessment** - Determine individual or group performance by examining skill level
- **Surveillance** - Continuous monitoring or data collection over time (e.g., deaths, behaviors)
What about the numbers?

Common Misconception
- Evaluation is all about numbers or measuring in some numeric way the value or outcomes of effort - NOT TRUE

Instead
- Evaluation is about words, stories, anecdotes, and numbers.

Therefore
- Evaluation = qualitative and quantitative methods
Why Flex and SORH Program Evaluations?

- Demonstrate Program Effectiveness
- Better manage limited resources
- Document and share program accomplishments
- Improve program implementation and effectiveness
- Increase stakeholder engagement and understanding
- Increase or maintain a sense of satisfaction - both internal and external
- Program sustainability and/or development/expansion
- Fulfill mission and work towards vision
- Document and share to support or foster program implementation
Evaluation Design: Framework

Engage Stakeholders

Ensure Use and Share

Describe the Program

Justify Conclusions

Focus the Evaluation

Gather Credible Evidence

Ensure Use and Share
Evaluation Design: Framework

Step 1: Engage Stakeholders

- **Who?**
  - Who is affected
  - Who is involved in program operations
  - Who will use evaluation?

- **Why?**
  - Credibility
  - Ease of implementation
  - Can advocate for change
  - Funding/authorization
Evaluation Design: Framework

Step 2: Describe the Program (not the eval)

- Components
  - Need
  - Targets
  - Outcomes
  - Activities
  - Outputs
  - Inputs
  - Relationship of inputs and outputs

Logic Model?
Outcomes: Changes in someone or something (other than the program or its staff)

Hierarchy of Effects (Bennett and Rockwell, 1995)
Evaluation Design: Framework

Step 3: Focus the Evaluation

- What are the important questions?
- What is the right design?
Evaluation Design: Framework

Step 4: Gather Credible Evidence
- Selecting indicators
- Identify data collection methods
Evaluation Design: Framework

Step 5: Justify Conclusions

- Enter data
- Tabulate data
- Analyze
- Make comparisons
- Interpret and present
Evaluation Design: Framework

Step 6: Ensure Use and Share Lessons Learned

- Internal
- External
What about PIMS?

What about the measures listed in the Flex Program Guidance?

Resources:
- TASC evaluation toolkit
- Flex Monitoring Team Website
Evaluation Quiz
http://evaluation.umn.edu/evaluationland/

Thank You!

Questions?
Rochelle Schulz Spinarski
Rural Health Solutions
rspinarski@rhsnow.com
651-731-5211
Sources

- CDC, [http://www.cdc.gov](http://www.cdc.gov)
- University of Washington, Office of Educational Assessment, [http://www.washington.edu/oea/services/research/program_eval/faq.html](http://www.washington.edu/oea/services/research/program_eval/faq.html)