Evaluation Process: Design and Implementation

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Evaluation Workshop: Demonstrating Value and Outcomes
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Session Process

- Walk through the program evaluation process
- Focus on Steps 3 & 4: Evaluation Design & Gathering Credible Evidence
- Share and provide feedback along the way

Objectives:

1) All participants develop their understanding of evaluation design
2) All participants have an opportunity to practice evaluation design within the context of Flex and/or SORH
Evaluation Design: Framework

Steps

1) Engage Stakeholders
2) Describe the Program
3) Focus the Evaluation Design
4) Gather Credible Evidence
5) Justify Conclusions
6) Ensure Use and Share Lessons Learned
Evaluation Design: Key Questions

- Implementation
- Effectiveness
- Efficiency
- Cost-Effectiveness
- Attribution

*Intent - documenting program progress, demonstrating accountability, or identifying ways to improve.*
Other Considerations

- Practical
- Feasible
- Within resources, time and political constraints
- Cost - Varies

- Keys to Success: Planning, setting aside resources/time, follow-through, documentation, using the evaluation findings
Types of Evaluations

- Implementation/Process
  - Where services provided
  - Number receiving services
  - Characteristics/Demographics of those receiving services
  - Quality of services
  - Number of training, activities, services

- Effectiveness/Outcome
  - Changes in attitudes and beliefs
  - Changes in behavior
  - Changes in environment
  - Changes in trends
Health Outcomes
- Changes in health indicators

System & Environment Change
- Changes in social condition
- Changes in Environmental Condition
- Changes in economic conditions

Actions
- Changes in pattern of behavior

Learning
- Knowledge
- Opinions
- Skills obtained
- Aspirations

Reactions
- Degree of interest
- Feelings towards the program
- Acceptance of methods

Participation
- # of people reached
- Characteristics of people
- Intensity of contact

Outcome

Process
Determining Focus

- What’s the purpose?
- Who will use results?
- How will results be used?
- What do other’s (stakeholders) need?
- What resources are available (time, $, expertise)
- How long as the program been in operation
- How intensive is the program?
- Need to shift to outcomes?
Developing Indicators

- Process or outcomes?
- More than one indicator per activity?
- Focus on an important aspect of what trying to accomplish
- Clear and specific
- Measure change towards implementation or outcomes

Program Component Sample: Training

- Series of 4 trainings conducted in 3 regions of the state
- 50% of CAH communities represented
- 95% report they can use the training to advance quality improvement in their CAH
- 75% of those trained used the training to advance quality improvement

If the training is focused and/or long term

- Changes in organizational operations/policies
- Changes in financial or quality indicators
Data Collection

- **Data Sources and Methods**
  - Existing data?
  - Gaps in information? What else is needed?
  - How best to collect new information?
  - Is the evaluation plan still feasible (given resources, time, etc.)
  - Any privacy items that need to be addressed?
Data Collection Methods

Methods

- Surveys
  - Telephone
  - Web
  - Handout
  - Mail
- Focus Groups
- Assessments
  - Pre and post tests
- Interviews
  - Telephone
  - Face-to-Face
- Participant questionnaires
- Observation
- Case Studies
- Numerical data
  - Participation
  - Cause and effect
  - Records

Sources:
- TruServ
- Flex Monitoring Team
- MBQIP
- QHi
- iVantage
- Other sources
A Few Pointers On Getting Started

- Engage stakeholders
- Assemble your team
- Pull out your Flex or SORH work plan
- Build a plan based on each program, not each activity
- Focus on program objectives
- Make assignments and establish a timeline
- Start small if needed but remain purposeful

- If you are contracting with vendors, build evaluation into the contract as a deliverable
- What about PIMS? Grant guidance reporting requirements?
Evaluation Quiz
http://evaluation.umn.edu/evaluationland/

Thank You!

Questions?
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