Evaluation Process: Design and Implementation

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Evaluation Workshop

The Walsh Center
for Rural Health Analysis
NORC AT THE UNIVERSITY OF CHICAGO

UNIVERSITY OF MINNESOTA
RURAL HEALTH
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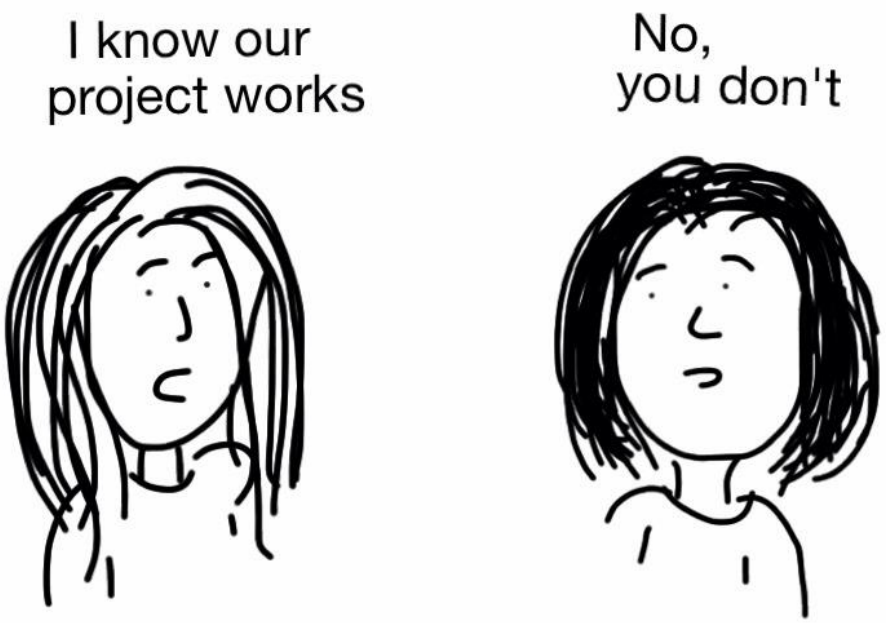
Overview of Discussion

- Evaluation Design Considerations
- Data Sources
  - Quantitative
  - Qualitative
- Data Collection Tools
- Data Reporting
- Implementation Considerations
- Resources

At the beginning of every evaluation



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Evaluation Design Considerations

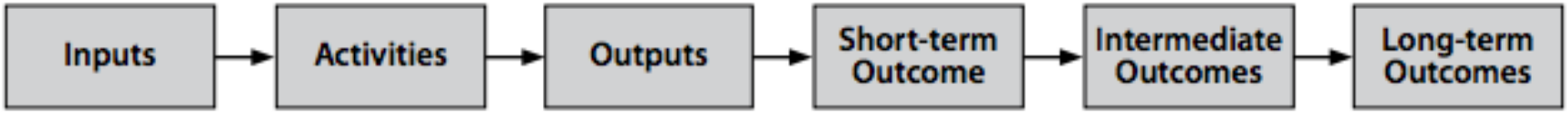
- **WHAT** do you want to know about the program?
- **WHO** has the information? Information can be gathered internally from your organization (e.g., program staff) and/or externally (e.g., stakeholders).
- **WHEN** will the information be collected?
  - Baseline and completion of the funding cycle, quarterly, semi-annually, annually, other?
- **HOW** can we obtain the information?
  - Qualitative: interviews, observations, and focus groups
  - Quantitative: surveys, claims data, MBQIP, FLEX Monitoring Team
- **WHAT** amount of resources are available for the evaluation?

Evaluation Steps

1. Engage Stakeholders
2. Describe the Program
3. Focus on the Evaluation Design
4. Gather Credible Evidence (qualitative and quantitative)
5. Justify Conclusions
6. Ensure Use and Share Lessons Learned

Begin with the End in Mind

- A solid work plan is foundational to a solid evaluation
- Clearly identify what the program intends to accomplish



- What are the outputs?
  - Direct products of program activities, (e.g., contract, webinar)
- What are the short-term and intermediate outcomes?
  - Timeframe – 1 to 6 years
  - These outcomes should “roll up” into long-term outcomes
- When are the long-term outcomes expected?
  - Timeframe – 7 to 10 years

Components of a Program Work Plan

- Goals, Objectives, and Outcomes
- Activities

Source: Flex Program Evaluation Toolkit, NRHRC

Project Objectives

- SMART Objectives
  - **S**pecific
  - **M**easurable
  - **A**ttainable/Achievable
  - **R**elevant
  - **T**ime Bound

- Example: By June 30, 2014, 20 McHenry County residents who have prediabetes will successfully complete a course based on the Diabetes HealthSense.

http://www.cdc.gov/dhdsp/programs/nhdsp_program/evaluation_guides/smart_objectives.htm

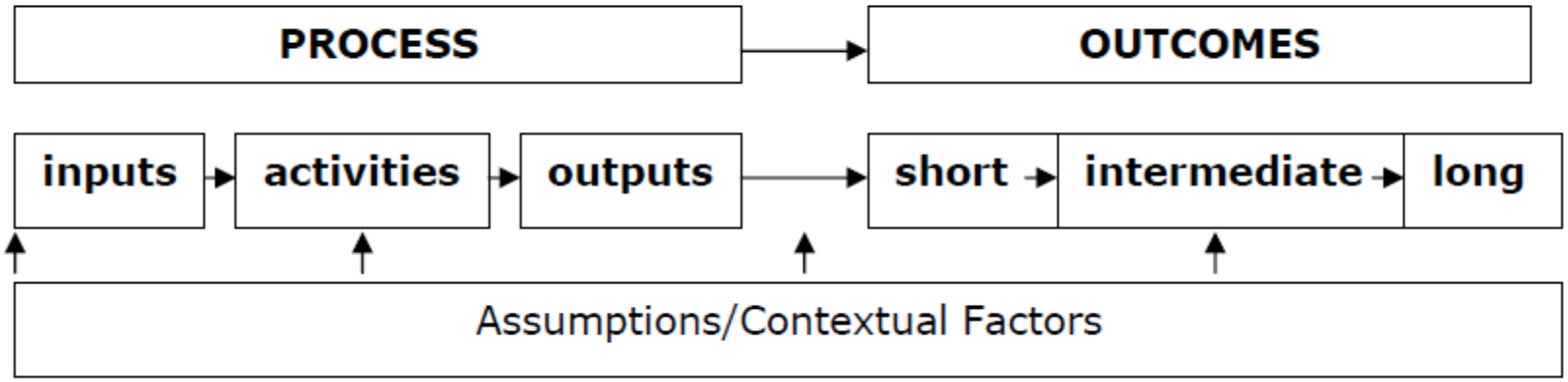
Ensuring Goals and Objectives are Consistent with Needs

- A state Flex program could have a GOAL to ensure the long-term financial stability/viability of CAHs.
- Their OBJECTIVE might be to increase the number of CAHs that have a positive operating margin by FY 2013.
- Their ACTIVITY might be to hold a revenue cycle management workshop, with an intended
- OUTCOME that better revenue cycle management in CAHs leads to increased sustainability.

Source: Flex Program Evaluation Toolkit, NRHRC

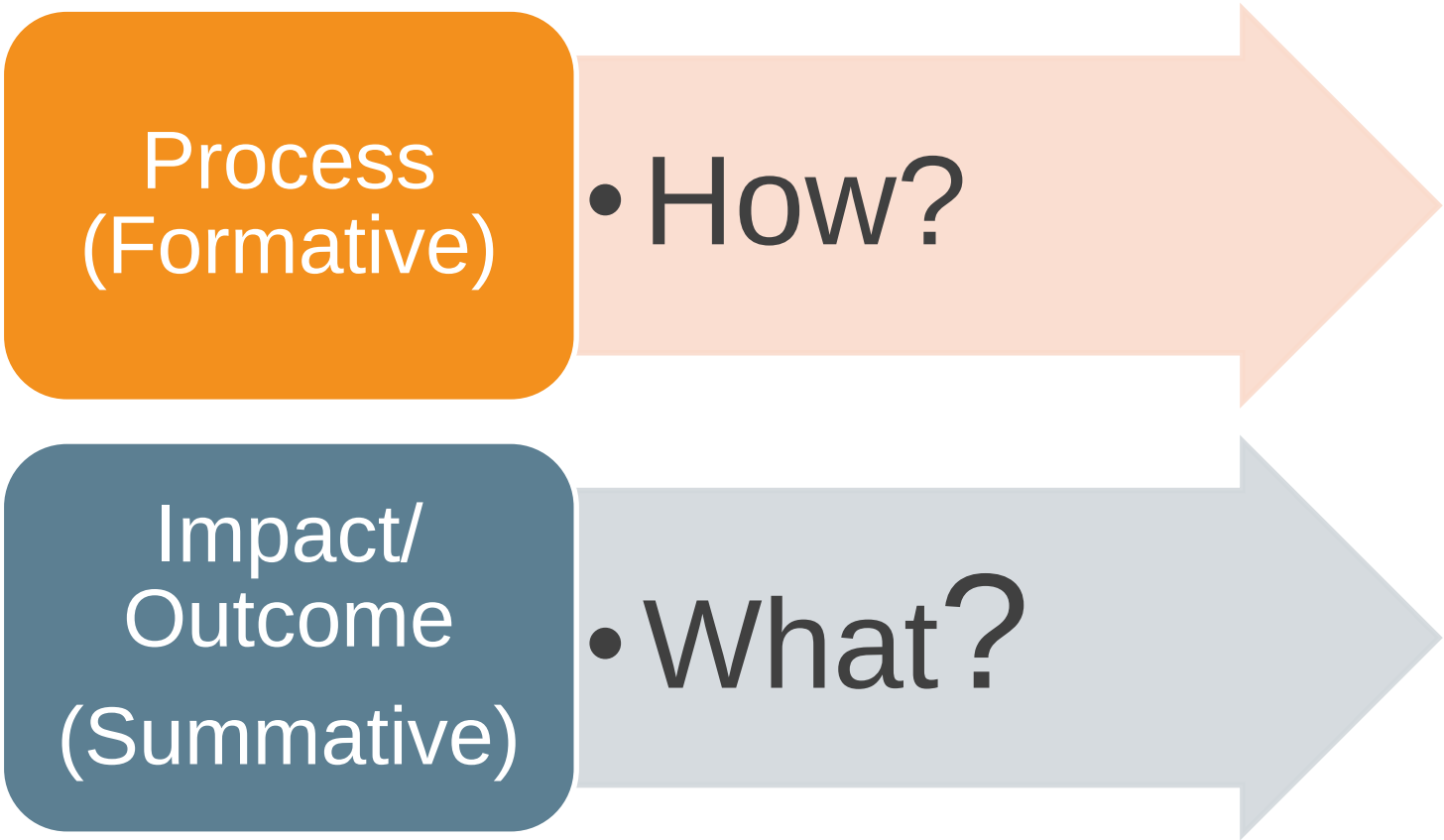
Generic Logic Model Components

Figure 1. Layout of a General Logic Model



Source: CDC Evaluation Guide: Developing and Using a Logic Model.
http://www.cdc.gov/dhdsp/programs/nhdsp_program/evaluation_guides/docs/logic_model.pdf

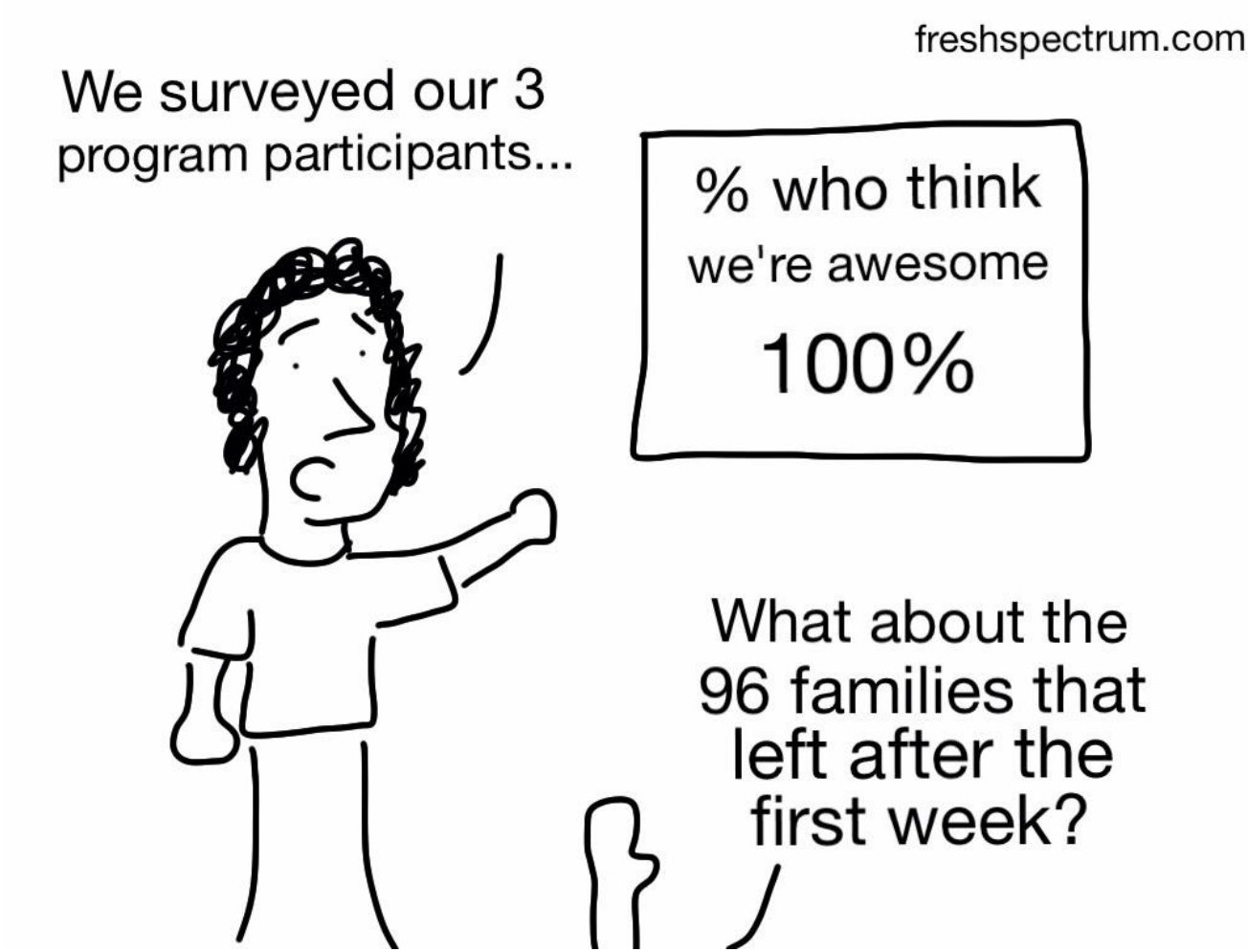
Types of Evaluation



Data Collection Considerations…

- **Utility**
  - What do you need to know to answer your evaluation questions?
- **Feasibility**
  - For what time frame will you collect data, and at what intervals?
    - Can a baseline be collected?
  - What is the budget? Do you have funds to collect a sample of sufficient size for the selected design?
- **Propriety**
  - Are there ethical considerations (e.g., anonymity, privacy) in collection of data?
- **Accuracy**
  - Is the data objective or subjective? Is the data reliable? Is it internally and externally valid? How large should the sample be?

Data Reporting



Data Sources for Baseline

- Health departments
- Human services departments
- State insurance departments
- Hospitals and health care providers
- Schools
- Community-based organizations
- Extension
- Faith-based organizations
- Universities and colleges
- SORH
- FLEX Monitoring Team

Data Informs and Inspires

Evaluation Data Analysis Considerations

- Ensure data is collected consistently at each interval to allow for appropriate data analysis.
- Identify adequate resources for data analysis.
- Quantitative data
  - Report significant changes based on statistical tests.
  - Identify changes within groups or populations
  - Use visuals to display analyses. (e.g., bar graphs, pie charts, etc.)
- Qualitative data
  - Requires systematic analysis approach
    - Code data
    - Interpret the data (e.g., identify themes)

Share Evaluation Findings

- Frame evaluation results for intended audience
  - Funders, stakeholders, participants
- Identify strategies to increase the likelihood that evaluation findings will be used.
- Identify strategies to reduce the likelihood that information will be misinterpreted.
- Provide continuous feedback to the program.
- Prepare stakeholders for the eventual use of evaluation findings.
- Identify training and technical assistance needs.

Source: Ensure Use of Evaluation Findings and Share Lessons Learned, CDC

Share Evaluation Findings

- Use evaluation findings to support annual and long-range planning.
- Use evaluation findings to promote your program.
- Disseminate procedures used and lessons learned to stakeholders.
- Avoid jargon when preparing or presenting information to stakeholders.
- Disseminate evaluation findings in several ways.
- Post your successes on RAC's "Share Your Successes" website.

Source: Ensure Use of Evaluation Findings and Share Lessons Learned, CDC

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Thank You!

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