

RELEVANT, REALISTIC EVALUATION APPROACHES

OPA/OFP HIV Prevention Project
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Conflict of Interest Statement

- I have no real or perceived vested interests that relate to this presentation nor do I have any relationships with pharmaceutical companies, biomedical device manufacturers, and/or other corporations whose products or services are related to pertinent therapeutic areas.***

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Learning Objectives

- Describe key components of an evaluation plan**
- Recognize the benefits of program logic modeling**
- Practice developing key components of an evaluation plan**

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What is Program Evaluation?

Careful assembly and analysis of information about:

- program activities and participants
- program characteristics
- program outcomes to:
 1. Make conclusions about the current success and value of the program
 2. Strengthen the program
 3. Make decisions about the program, related resources, etc.
 4. Learn, more generally

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Evaluation Benefits

1. "Prove" your program.
2. Improve your program.
3. Compare different types of programs.
4. Attract funding/fulfill funder requirements.
5. Provide info. on the program to key stakeholders.
6. Give staff/volunteers/board feedback so they know what they are accomplishing.
7. Help you make resource decisions related to the program.
8. Offer you and others key learning.

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Basic Program Planning Steps

- Assess the community
- Consult other expert sources: theories, model programs, etc.
- Create goals and objectives (outcomes!)
- Inventory program resources
- Acquire additional resources, as needed and as possible

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Pgm. Planning Steps – cont'd.

- Develop the program plan
- Plan the evaluation (ongoing)
- Implement the program
- Evaluate the program (ongoing)
- Use evaluation results (ongoing)

Evaluation Steps

PLAN

1. Review Program Aims, Assumptions, etc.
2. Develop Evaluation Focus
3. Determine Evaluation Design Details
4. Plan the Data Collection Approach
5. Plan the On-the-Ground Data Collection

DO

6. Collect the Data
7. Analyze and Interpret Data

USE

8. Share Results
9. Feed Results Back into the Program Planning Process, etc.

Program Logic Model -- Defined

- Visual of how your program is designed to work that highlights:
 - Longer-term intended outcomes
 - Shorter-term intended outcomes
 - Program activities
 - Assumptions about how change happens

Developing a Logic Model

- Start from macro-level achievements and work toward micro
 - Think in terms of changes – what is program designed to change?
 - Sometimes: What is program designed to maintain?
- Make sure activities are designed to meet outcomes

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Macro Level: What Helps Programs Achieve Their Outcomes?

- Solid theory or assumptions underlying program design
- Realistic objectives
- Adequate resources
- Complete program implementation

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Developing Evaluation Questions

- Articulate what the program intends to accomplish and how
- Develop a few essential questions that the evaluation will answer

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Evaluation Types

- **Process Evaluation:** documenting/tracking program implementation (*not measuring change in clients, etc.*)

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Evaluation Types continued ...

- **Shorter-term Outcome Eval.:** measuring short-term change in/maintenance of clients':
 - knowledge
 - attitudes
 - skills
 - behaviors

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Evaluation Types continued ...

- **Longer-Term Outcome Eval.:** measuring long-term change in/maintenance of:
 - clients'/population's behavior, health status, etc.
 - organizations' or systems' culture, protocols, behavior, etc.
 - laws, regulations, policies
 - family or community norms

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Longer-Term Outcome Evaluation Challenges

- Having a “deep” enough intervention to merit outcome measurement
- Limited \$
- Program overload
- Staff inexperience with conducting evaluations
- Timeframe incompatibility
- Ethics

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Design Features

- Utility
- Feasibility
- Propriety
- Accuracy

(CDC's Framework for Program Evaluation in Public Health, 1999)

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Design Considerations

- Data needed? (quantitative, qualitative ...)
- Control group?
- All clients or a sample?
- What else to measure beyond people?
- When to measure?
- Triangulation?

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Data Collection Approach Considerations

- Which data is already most available?
- Which data collection methods?
- Already-existing instruments or new?
- Confidentiality/anonymity needs?

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Data Collection Methods

- Written Survey
- Interview
- Records Review
- Observation
- Test (achievement)
- Test (physical)

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Analysis Considerations

How to:

- Crunch quantitative data
- Code qualitative data
- Analyze all data to draw conclusions
- Answer evaluation questions
- Decide whether to include recommendations

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Evaluation Interpretation Purposes

- Make the obvious obvious
- Make the obvious dubious
- Make the hidden obvious

(Patton, 1990)

Feeding Learnings Back into Program Planning

- What's going well?
- What can be improved or changed?
- Should program continue? (*If yes:*)
- Does program need a different level or type of resources or focus?
- What else have we learned about our population, health issue, agency, etc. that can help us improve health and wellbeing?
- How can the evaluation be improved for next time?

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