Why Evaluation Matters

- Evaluation is an ongoing task for your project work to be commenced at the start of the project and continue throughout the project

- Results of the evaluation demonstrate impact of your work toward the goals

- Evaluation adds value to your organization and to those served

Process and Outcome Evaluation

Process and Outcome Evaluation

▶ There are multiple types of evaluation, two common types are process and outcome evaluations

Process Evaluation

▶ Describes activities, services, and/or strategies that will be delivered during implementation of the project

▶ Typically this is short-term

Outcome Evaluation

▶ Specifies the intended effect of the project in the target population by the end of the program

▶ Focuses on the population served by the project

▶ Indicates the knowledge, behavior, and/or physiological outcomes the population served will experience

Developing & Writing Goals and Objectives

Goals

- A goal is a broad statement about the long-term expectation of what should happen as a result of your work. It serves as a foundation for developing your program objectives.

- Goals should:
  - Relate to the purpose of the grant
  - Include all facets of the program
  - Typically takes longer to complete than the project period
  - Not include anticipated numerical amounts

- Example: *Decrease tobacco use among Grand Rapids Residents*

Objectives

▶ An objective is a statement describing the results to be achieved, and the manner in which they will be achieved.

▶ Objectives should:

  ▶ Be more precise than goals

  ▶ Demonstrate smaller steps toward the goal

  ▶ Outline specific changes

  ▶ Include anticipated numerical amounts

  ▶ Be written in the SMART format

SMART Objectives

- Objectives must use the SMART format:
  - <u>S</u>pecific: Detailed task
  - <u>M</u>easurable: Quantifiable standards/parameters
  - <u>A</u>chievable: Feasible task
  - <u>R</u>ealistic: Sufficient resources available to complete task
  - <u>T</u>ime-Bound: Start and end dates
- Example of outcome objective: *By the end of the grant period, we expect a 2.5% decrease of tobacco use among Grand Rapids residents enrolled in our program*
- Example of process objective: *By the midway point of the grant period, we expect to distribute 150 pamphlets on smoking behavior to Grand Rapids clinics*

Selecting & Tracking Indicators

Indicators

- Indicators should be:
  - Based on the objectives of the project
  - Easy to measure
  - Easy to track
  - Easy to analyze
  - Remain consistent through project period
- Popular indicators can include knowledge, behavior, and/or physiological outcome
  - Examples:
    - Change in <u>knowledge</u> of the harms of smoking
    - Change in <u>behavior</u> based on packs per day smoked
    - Change in <u>physiology</u> measured by respiratory rate

5W's and H of Tracking Indicators

- Who: Project staff can collect and analyze indicator data
- What: Collect quantitative and qualitative information, and take note of unexpected outcomes
- When: Collect data during encounters throughout the project at specific timepoints (e.g. 3, 6, 12 months)
- Where: Data collected should be stored in a safe, secured location to minimize the possibility of misplacing the information
- Why: Data collected can show how effective the project is, be used to gain additional funding, and disseminated widely to other organizations
- How: Hard copy or electronic are both sufficient methods to collect data, but keep in mind hard copy data must be entered electronically.
  - Free software such as Survey Monkey can be used to aid in the tracking and analysis of the data

Who?
What?
When?
Where?
Why?
How?

BCBSM
FOUNDATION
Blue Cross Blue Shield of Michigan Foundation

Analyzing Indicators

▶ Qualitative data can be short quotes from program participants included in reporting

▶ Analysis be done using common software such as Excel or statistical software such as SPSS.

▶ Analysis of quantitative indicators can include the mean, median, mode, or quantitative methods (e.g. chi-square)

▶ Reporting of indicators can include:

  ▶ Raw numbers (Example: three participants stopped smoking)

  ▶ Percentages (Example: 4% of participants stopped smoking)

  ▶ Proportions (Example: one-fifth of participants stopped smoking)

Benefits

Benefits of Evaluation

▶ Demonstrates effectiveness of the project

▶ Informs future decisions

▶ Provides evidence for additional resources

▶ Enhances to best practices for others to model

Resources and Thanks

Resources

▶ Centers for Disease Control and Prevention, Program Performance and Evaluation Office: https://www.cdc.gov/eval/

▶ Western Michigan University, The Evaluation Center: http://www.wmich.edu/evaluation/

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