

Program Planning Framework

- Step 1 - Taking Stock
- Step 2 - Setting Direction
- Step 3 - Action Planning
- Step 4 - Implementation
- Step 5 - Planning for Evaluation

*“How will we know
if we achieve our goals?”*



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THCU 10 Evaluation Steps

- Get ready to evaluate.
- Engage stakeholders - research questions.
- Assess resources required.
- Design the evaluation.
- Determine appropriate methods of measurement & procedures.
- Develop workplans, budgets & timelines.
- Collect Data.
- Process & analyze the data.
- Interpret & disseminate the results
- Take action



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EVALUATION

- Formative
- Process
- Outcome
- Impact
- Economic



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Program Evaluation: The Basics

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for the HHRC, June 1998

The logo for the Heart Health Resource Centre, featuring a large, light orange heart shape with a white heart inside it, and horizontal lines extending from the right side of the white heart.

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Objectives

- To increase knowledge of different types of evaluation
- to improve skills and confidence in getting an evaluation process underway through the use of the program logic model and stakeholder involvement



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What is Program Evaluation?

- PE is the systematic gathering, analysis and reporting of information about a program, to assist in decision-making
- describes intended program
- documents what actually happened
- documents who was affected by the program
- measures program



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Types of Evaluation

- PROGRAM PLANNING
 - needs assessment
 - feasibility analysis
- PROGRAM IMPLEMENTATION
 - evaluability assessment
 - process evaluation (program improvement)
 - outcom



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Process Evaluation

- Is the program delivering the service that was intended?
- Is the program being implemented in a quality manner? How could the program be improved?
- Is the program reaching the intended target population
- Focuses on what the program does for v



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Outcome Evaluation

- Assess the impact the program is having
- has a change occurred? Is that change due in any part of your program activities?
- Only answers these questions to some degree of confidence
- confidence is related to the design of the valuation



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Participatory Evaluation

- Involves the stakeholders in all aspects of the evaluation, including design, data collection and analysis
- helps to ensure that evaluation methods are appropriate
- ensures that evaluation questions are grounded in the experiences of the participants
- may facilitate empowerment



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5 Step Approach

- 1. Focus you evaluation
- 2. Choose appropriate data collection methods
- 3. Locate or develop data collection tools
- 4. Gather and analyze data
- 5. Use information to make decisions about program



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Step 1: Focusing on Evaluation

- Develop a purpose statement
- keeps you focused on what it is you want to know about the program
- logic model may be helpful to identify how the program is supposed to work, with whom and why
- identify who will be using the evaluation findings



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Logic model tips

- Practice makes perfect ... it will get easier!
- Discuss with all the stakeholders
- aim for simplicity - don't be over-inclusive
- try to keep to one page
- there is no right or wrong way to do logic models



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Check your logic

- Is it reasonable that the program's activities will actually lead to both the program's short term and long term outcomes?
- Checking the literature or accessing experts in the field may be useful



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Step 2: Select Methods

- Create a data collection plan (identify where you will get information; from whom and when it will be collected and from how many people)
- determine the logistics and feasibility fo your evaluation methods
- estimate the resources needed to implemen
plan



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Step 3: Develop Tools

- Use existing tools where possible
- if developing your own data collection tools, assess its quality via pre-tests
- beware of bad questions



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Tips for asking questions

- Do you support laws for bicycle helmets to save human lives?
- How satisfied were you with the time and location of the sessions?
- Do you breastfeed to save money?



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How good is your data collection tool?

- Test for content (is the tool measuring what you want to measure?)
- test for clarity (is the tool easy to understand?)
- Test tool with 2 groups - experts and the program's target group
- test for reliability (will the tool give the same results every time?)



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Step 4: Gather and analyze data

- Pretest your tools
- assess your data collectors
- analyzing qualitative data -by computer or hand
- analyzing quantitative data - by computer or hand
- screen your data for problems (e.g. missing data)



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Step 5: Making decisions

- Interpret the finds and draw conclusions
- decide what to do with the program and design a plan for implementing your recommendations
- remember to involve the stakeholders in all these steps
- share your findings (reports, etc.)



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How feasible are your questions - SMART

- Specific - is the question specific and clear?
- Measurable - will you be able to answer the question?
- Actionable - will the answers to the evaluation questions allow you to make decisions about the program?
- Relevant - nice to know vs. need to know
- Timely - is it important to ask this question now?



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Prioritizing

- Keep the purpose of the evaluation in mind
- remember that different stakeholders may have different priorities
- ruthlessly focus on what you “need to know”



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