

Evaluation 101: Key Elements

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BFSTL Lunch & Learn: Program Evaluation

Objectives

- Learn how to explain the theory of change.
- Explain important components of program evaluation.
- Develop goals and objectives.
- Isolate areas for improvement.



Evaluation

Systematic approach using research methods to investigate and assess the quality & effectiveness of a program project.

Purpose of Evaluation

- Demonstrate Effectiveness
- Program Improvement
- Identify Program Gaps, Assets, Resources relevant to Implementation

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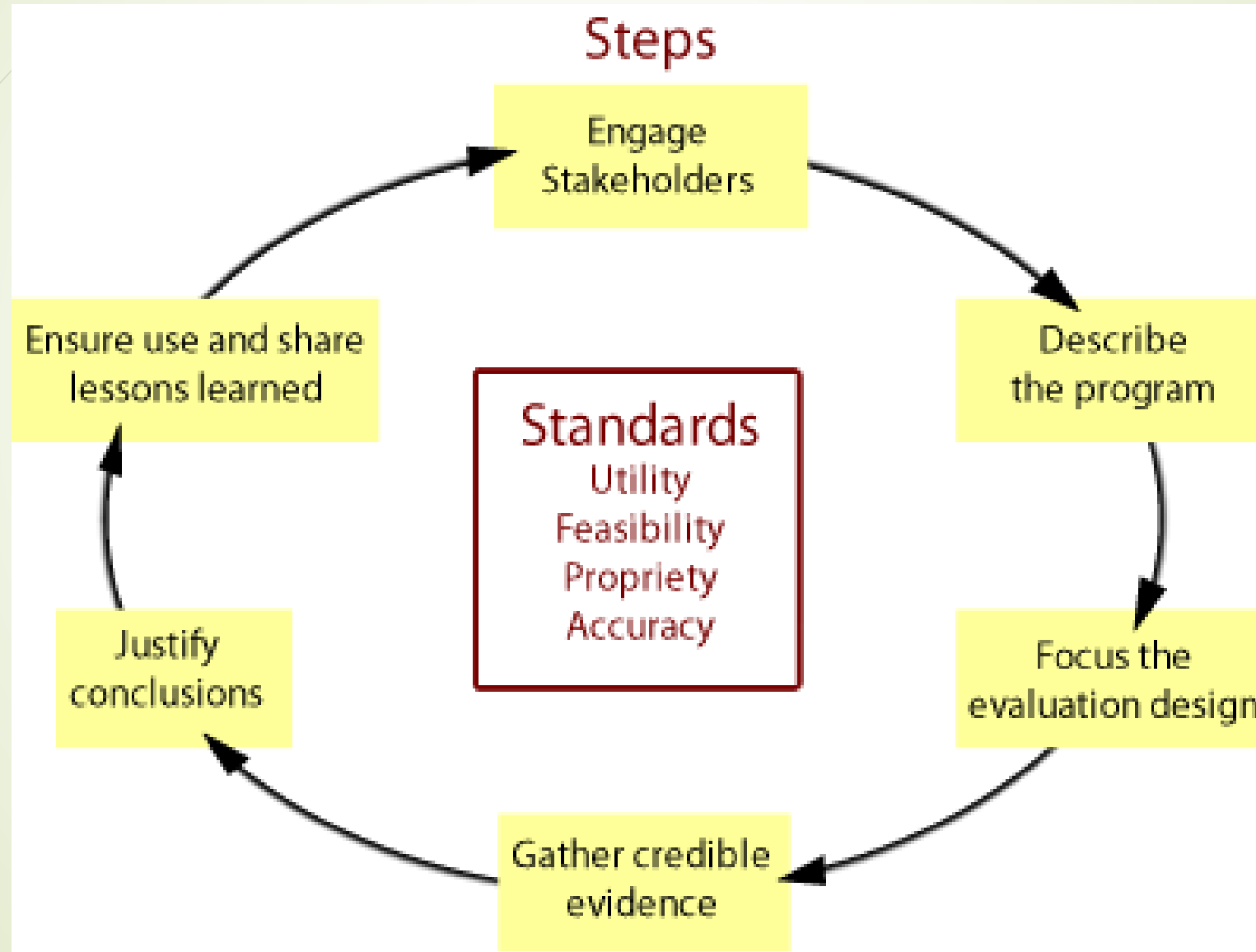
**Self-Study Guide -
Program Evaluation
- CDC**



Benefits of Evaluation

- Increase communication
- Highlight successful activities, abilities, programs that work
- Monitor progress
- Make modifications

A CDC Framework For Program Evaluation



Step 2: Describe the program

- Comprehensive description of all of the components in the program
- Mission, Vision, **Goals**
- Theory of Change/Logic Model
 - Activities
 - Outcome
 - Impact

SMART GOALS

- **Specific (and strategic):** *Goals answers the question—Who? and What?*
- **Measurable:** *Goals can be measured and answers the question—How?*
- **Attainable:** *Goals are realistic and can be achieved in a specific amount of time*
- **Relevant (results oriented):** *Include the expected result.*
- **Time framed:** *Goals have a clearly defined time-frame including a target or deadline date.*

Developing SMART goals

Who/what	Change/ desired effect	In what	By when
Participants	Increased Decreased	Knowledge Awareness	One year
Organizations	Improved Modified	Behavior	By year 2
Entities Institutions	Adopted Enforced	Policies	November 2014

SMART GOALS

My goal: To eat healthier

S-Specific

What do I want to do?

I would like to eat more vegetables.

M - Measurable

How much and how often will I do it?

I will eat one serving of vegetables every day

A- Attainable

How will I do it?

I will add a vegetable to my lunch every day.

R- Realistic

Can I do it? Do I have the resources?

I have frozen vegetables

T- Timely

When will I do it?

I will do it this week.

My SMART goal: I will eat more vegetables by having one serving of vegetables with lunch every day this week.

Step 2: Describe the program

- Comprehensive description of all of the components in the program
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- **Theory of Change/Logic Model**
 - Activities
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What is the problem you are trying to solve?

Who is your key audience?

What is your entry point to reaching your key audience?

What steps are needed to bring about change?

What is the measurable effect of your work?

What are the wider benefits of your work?

What is the long-term change you see as your goal?

**START
HERE**

key assumptions

key assumptions

key assumptions

key assumptions

key assumptions

key assumptions

stakeholders

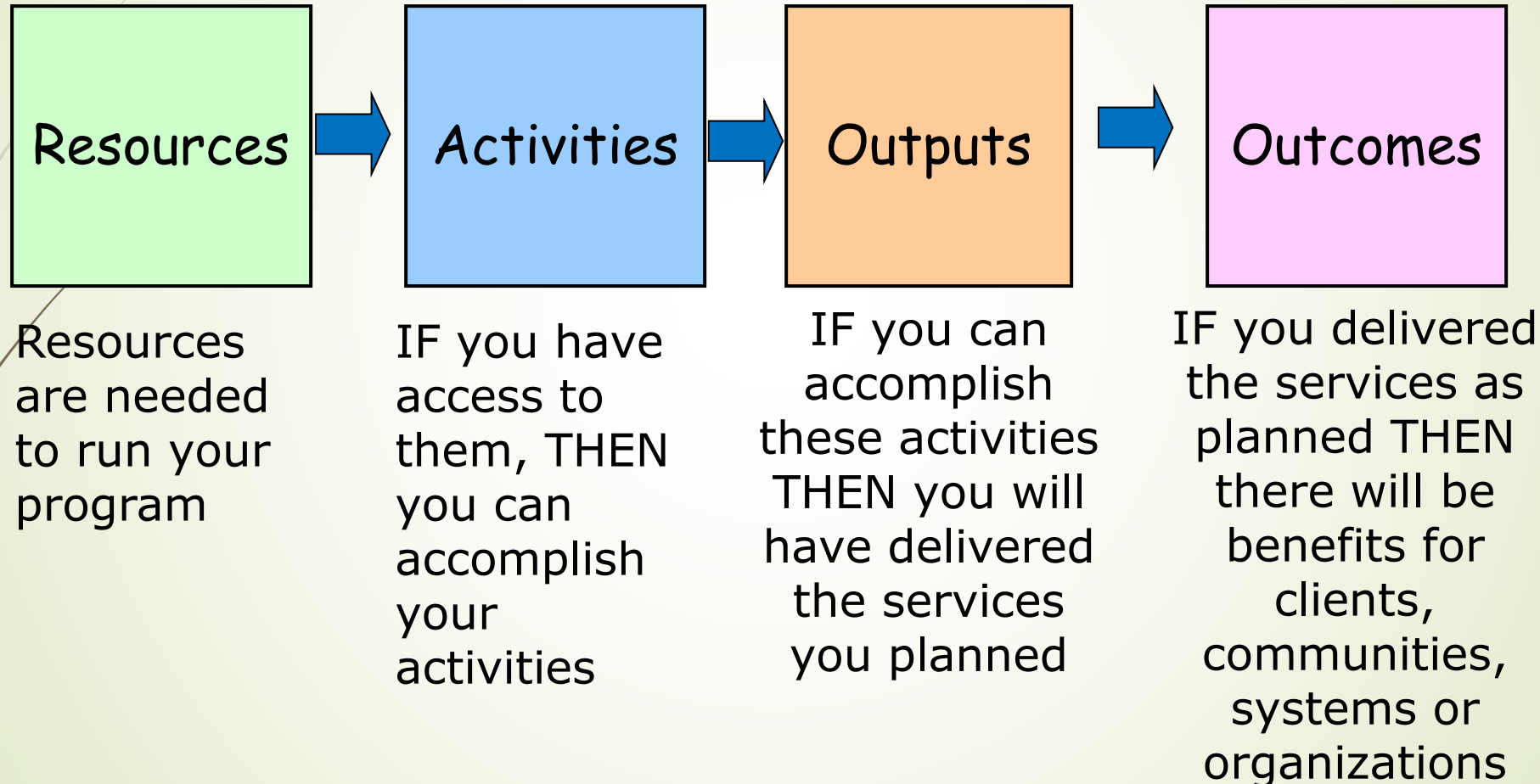
measurable effect?

wider benefits?

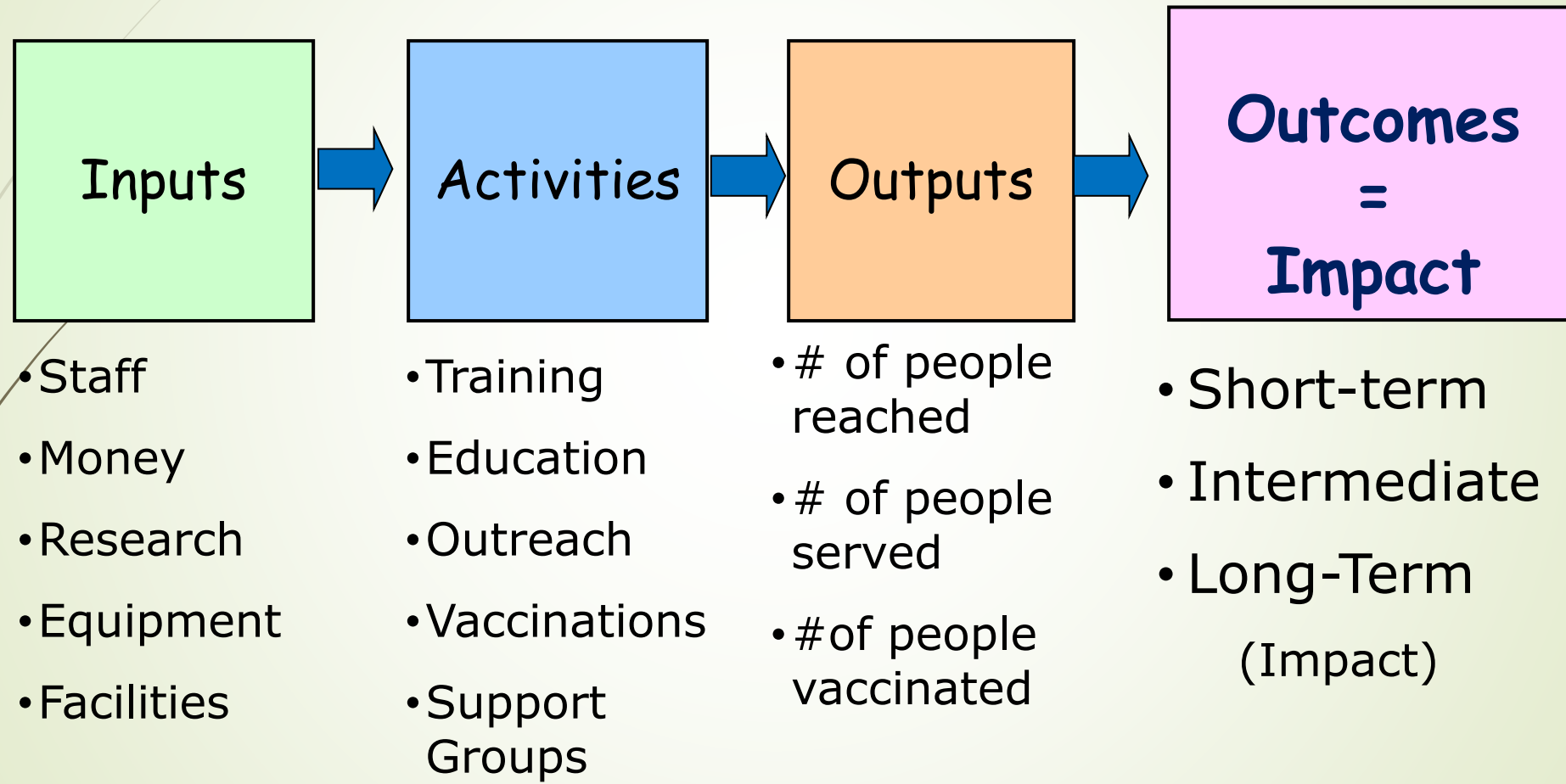
measurable effect?

wider benefits?

The Logic Model: A Series of “If-Then” Statements



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Step 3: Focusing on the evaluation design

1. How are the evaluation results are to be used?
2. Describe data collection, data analysis, interpretation process.
3. Summarize the evaluation procedures, with clear roles and responsibilities and a timeframe.

Types of Evaluations

■ Formative

- Identifies issues
- Activities
- Monitors progress
- Strengths

During program development

■ Process

During program

■ Summative

- Measures outcomes
- Effects
- Changes in knowledge, skills attitudes, behaviors

At the end of the program

Evaluation Methods

Quantitative

- Questionnaires
- Survey
- Pre/post Tests
- Secondary Data Sources
- Statistical Analysis

Qualitative

- Interviews
 - Key Informant
- Focus Groups
- Observations
- Qualitative Data Analysis

Step 5: Justify Conclusions

1. Data Analysis
2. Interpretation of Findings
3. Translate and communicate Findings
4. Explain Results and provide recommendations