What Is Evaluation? Why?

Common Purposes of Evaluation
- To determine the degree of achievement of program objectives
- To document program strengths and weaknesses in making planning decisions
- To establish quality assurance and control methods and to monitor performance
- To determine the generalizability of a program to other populations/settings

Common Purposes of Evaluation
- To identify hypotheses about human behavior for future evaluations
- To contribute to the science base of health education programs
- To improve staff skills required for planning, implementation, and evaluation
- To fulfill grant or contract requirements
Common Purposes of Evaluation

- To promote positive public relations and community awareness
- To meet public and fiscal requirements

Definition of Evaluation

The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future programming.

Patton, Utilization Focused Evaluation, 1997

PRECEDE-PROCEED Framework
Process Monitoring

- Routine documentation of characteristics of the people served, the services that were provided, and the resources used to provide those services
- Answers questions such as:
  - What services were delivered?
  - What population was served?
  - What resources were used?

Process Evaluation

- An evaluation designed to document the degree to which replicable procedures were implemented with fidelity by trained staff according to a written plan
  - AKA: Feasibility Study
- How well and how much of the assessment and intervention procedures were provided, to whom, when, and by whom?

Process Evaluation

- Collects data about how the intervention was delivered compared to the proposed plan, and differences between the priority population and the population served
- Answers questions such as:
  - Was the intervention implemented as intended?
  - Did the intervention reach the intended audience?
Conducting or implementing an intervention by following exactly the core elements, protocols, procedures and content that determined its effectiveness

Fidelity

Refers to procedures for assessing whether providers are meeting the outcome objectives that they set for themselves and efforts to track the progress of clients in an intervention based upon outcome measures set forth in intervention goals.

Collects data about client outcomes before and after the intervention, such as attitudes, skills, or behaviors

Outcome Monitoring

Collects data about outcomes before and after the intervention for clients as well as with a similar group that did not participate in the intervention being evaluated (control/comparison group)

Answers the question: Did the intervention cause the expected outcomes?

Outcome Evaluation
The assessment of the effects of an intervention beyond the outcomes on individuals targeted by the intervention (e.g., the cumulative effect of HIV prevention activities in a jurisdiction)

Examines the effects of an intervention on health status, usually defined in terms of morbidity (illness, injury) and mortality (death) rates.

Determines the long-term effects of an intervention

Not often done by CBOs

Collects data about disease rates at the service area, regional, and national levels

Answers the question: What long-term effects did an intervention have on disease rates?

An evaluation using an experimental or quasi-experimental design to assess the feasibility, effectiveness, and cost-effectiveness or cost-benefit of a tested intervention in producing long-term cognitive, psychosocial, skill, and/or behavioral impact during a defined period of time among a well-defined population at risk.

AKA: Summative Evaluation
Cost-Effectiveness Analysis

- An evaluation designed to document the relationship between intervention program costs (inputs) and an impact rate (output)
  - A ratio of cost per unit of percent impact

Cost-Benefit Analysis

- An evaluation designed to document the relationship between intervention program costs (inputs) and a health outcome rate
  - Monetary benefit-consequence (outputs)
  - Ratio of costs per unit of economic benefit and net economic benefit (savings)

CDC Framework for Program Evaluation

- Standards
  - Utility
  - Feasibility
  - Propriety
  - Accuracy

- Steps
  - Gather evidence
  - JUSTIFY conclusions
  - Design stakeholders
  - Focus the evaluation design
  - Describe the program
  - Ensure use and share lessons learned

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CDC Framework for Program Evaluation

☐ Standards
  ■ Utility
    ☐ An evaluation serves the needs of intended users.
  ■ Feasibility
    ☐ An evaluation is realistic, prudent, and efficient.

CDC Framework for Program Evaluation

☐ Standards
  ■ Propriety
    ☐ An evaluation is conducted ethically and with due regard for the welfare of the evaluation participants and people affected by the results.
  ■ Accuracy
    ☐ An evaluation produces technically adequate and valid information about the measures that define program worth and merit.