

Pacific CRYSTAL

Evaluation Overview

Todd Milford – University of Victoria
Curriculum and Instruction (EDCD)

“Evaluating programs will provide you with the information you need to see if your program is working and determine if any component needs to be changed or improved”

from Evaluating Health Promotion Programs (2005)

Evaluation Overview

- Why Evaluate?
 - To determine the effectiveness of a program
 - To determine if a program's goals and objectives have been met
 - To determine if a program requires change/improvements
 - To provide a benchmark for comparison
 - To be accountable
- qualitative vs. quantitative data

Evaluation Overview: Qualitative

Focus Group <u>Link 1</u> <u>Link 2</u> <u>Link 3</u>	<ul style="list-style-type: none">- Semi structured discussion with stakeholders- Lead by a facilitator- Recorded	<ul style="list-style-type: none">-In depth information- pre-test with a target audience- develop a better understanding of stakeholders attitudes- used to prepare a survey	<ul style="list-style-type: none">-In depth info- minimum of specialized skills-inexpensive	<ul style="list-style-type: none">- Participants influence each other- subjective- difficult to analyze- facilitator bias- results not quantifiable to a population
---	---	---	---	---

Evaluation Overview: Qualitative

In Depth Interviews <u>Link 1</u> <u>Link 2</u> <u>Link 3</u>	<ul style="list-style-type: none">-Telephone or in person one on one- outline interview but some what flexible- 10 to 40	<ul style="list-style-type: none">- sensitive issues with a small number of stakeholders- develop better understanding of stakeholders attitudes	<ul style="list-style-type: none">- confidential-Eliminate peer influence- opportunity to explore unexpected issues- more detail than focus groups	<ul style="list-style-type: none">- more expensive to implement- potential for interviewer bias-Difficult to analyze- not quantifiable to a population
---	--	---	---	---

Evaluation Overview: Qualitative

Open ended
survey
question

[Link 1](#)
[Link 2](#)
[Link 3](#)

- Structured
question on a
email or
interview that
allow
participant to
answer in own
words

- add depth to
a survey
results
- further
explore the
reasons for
close ended for
exploratory
questions

- adds depth to
quantitative
data
-Generalize-
able to larger
population

- time
consuming to
analyze
properly
- adds time to
the survey
- not flexible

Evaluation Overview: Qualitative

Diaries Online Diaries for Qualitative Evaluation: Gaining Real-Time Insights	<ul style="list-style-type: none">- detailed account of the aspects of a program- on-going documentation by one or more stakeholders	<ul style="list-style-type: none">- used to evaluate programs already underway	<ul style="list-style-type: none">- puts other evaluation results in context- captures information often not thought of before- inexpensive	<ul style="list-style-type: none">- difficult and expensive to analyze- observations are subjective
--	---	--	---	--

Evaluation Overview: Quantitative

Surveys

[Link 1](#)
[Link 2](#)
[Link 3](#)

- Structured questionnaire completion by many stakeholders in short period of time
- telephone, email, fax, letter

- collect feedback that is quantifiable and generalizable to an entire population

- Generalizable to an entire population
- Reduce bias as structured
- lots of volume in a short period of time

- rarely provides comprehensive understanding of respondent's perspective
- can be expensive
- statistical knowledge and other specialized skills

Evaluation Overview: Quantitative

<p>Process tracking forms/ records</p> <p><u>Link 1</u> <u>Link 2</u></p>	<ul style="list-style-type: none">- Collection of process measures in a standardized format- incorporate in a program routine	<ul style="list-style-type: none">- document the progress of a process- identify areas of improvement	<ul style="list-style-type: none">- incorporate into a normal routine- Straightforward to implement- accurate and detailed process information	<ul style="list-style-type: none">- extra burden on staff- risk forms not routinely or properly filled out
---	--	--	--	---

Evaluation Overview: Quantitative

Large Data Sets <u>Link 1</u> <u>Link 2</u>	<ul style="list-style-type: none">- Assess existing sources of research data on your population of interest	<ul style="list-style-type: none">- position program within a broader context- monitor trends in population of interest	<ul style="list-style-type: none">- expensive or free to access- accurate well researched information- networking and information sharing opportunity	<ul style="list-style-type: none">- minimal usefulness for evaluating your program- difficult to relate to your program
--	---	--	---	--