EVALUATION TOOLKIT

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EVALUATION

The purpose of this toolkit is to provide information to any organization, group or individual looking to **measure the outcomes/success of their programs.** This toolkit explains what evaluation is and provides steps to create an evaluation.

WHAT IS EVALUATION?

Program Evaluation is the systematic method for collecting, analyzing and using data to examine the effectiveness and efficiency of programs and contribute to continuous program improvement. (CDC)

Why Program Evaluation?

• Strong program evaluation can help you and your organization identify your best practices, as well as how to improve and sustain these practices:

• Grant funding

• Needs assessments

• Report outcomes

STEPS OF EVALUATION

1   Engage stakeholders

2   Describe program/project

3   Evaluation plan/design (Logic Model)

4   Gather credible evidence or feedback to manage an evaluation

ENGAGE STAKEHOLDERS

Before engaging stakeholders for your program, it's important to brainstorm potential stakeholders. Include those who are affected by your program and/or project, those who are involved in implementing the program and those who would benefit from the use of your program's evaluation results.

Identify key stakeholders

- **Decision makers**
  - Board members
  - Funders
  - Policy makers

- **Persons affected by the project and or program**
  - Community members
  - Partner organizations

- **Persons who support and carry out the program**
  - Collaborative partners
  - Program manager
  - Staff
  - Volunteers

How do you engage stakeholders?

- **Meet in person**
- **Send periodic updates with questions**
- **Compose ongoing updates for stakeholders such as newsletters and status reports**

DESCRIBE PROGRAM/PROJECT

When describing a program and/or project it's important to consider program goals and related objectives. When writing objects and goals it's important to use the **SMART attributes**. Remember goals are general statements of what the program intends to accomplish and objectives are brief, clear statements that describe the desired outcomes of the program.

Program Goals List every goal for your program	Related Objectives List objectives that relate to each goal of your program
Example: Increase awareness and utilization of Education and Prevention publications.	**Example:** Increase publication orders by 10% over FY23 yearly numbers.

LOGIC MODEL

What is a logic model?

• A logic model brings details to broad goals, shows the chain of events, identifies gaps in logic, clarifies difference between activities and outcomes, summarizes key elements and signals what to evaluate.

Program Logic Model

Situation	Inputs	Outputs		Outcomes-Impact		
	What we invest (staff, volunteers, time, money, materials, equipment)	**What we do** (workshops, training)	**Who we reach** (participants, customer)	**Short-term results**	**Medium-term results**	**Long-term results**

LOGIC MODEL

Use a **logic model** to describe your program! A logic model brings details to broad goals, shows the chain of events, identifies gaps in logic, clarifies difference between activities and outcomes, summarizes key elements and signals what to evaluate.

Below you will find an example of an **everyday logic model.**

Everyday Logic Model

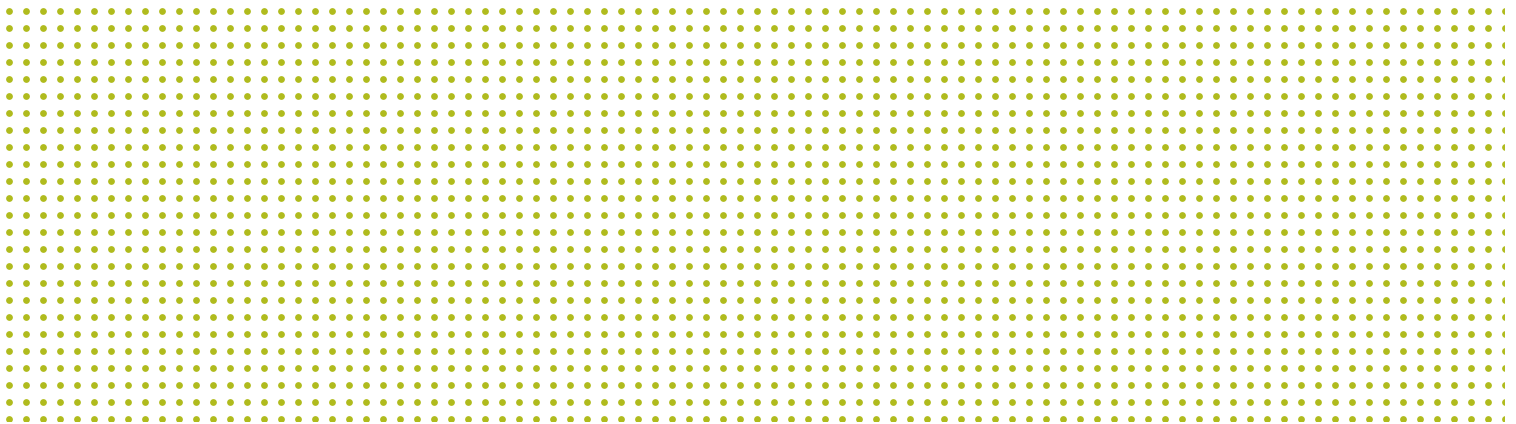| Situation	Inputs	Outputs	Outcomes-Impact
Example: Headache	**Example:** Get Medicine	**Example:** Take Medicine	**Example:** Feel Better

Below you will find an example of a logic model applied to a **prevention program.**

Prevention Program Logic Model

Situation	Inputs	Outputs	Outcomes-Impact
Example: Underage drinking.	**Example:** Provide free training on bystander intervention.	**Example:** Students take free training on bystander intervention.	**Example:** Increase people's ability to step in as a bystander to underage drinking intervention.

EVALUATION PLAN/DESIGN

The evaluation plan and design will flow from your program's logic model. The logic model will help determine how to measure progress and achievements. Think of the logic model as the blueprint for your evaluation. When creating an evaluation plan/design it's important to develop evaluation questions, as well as the indicators and data collection methods that will help you discover the answers to your questions. Using a chart like the one below you can transform your logic model into evaluation questions and include additional questions you want answered about your program's budget, marketing and overall implementation.

Evaluation Questions	Indicator	Data Collection Method
Example: Was there an increase in participants' ability to step in as a bystander to underage drinking intervention?	**Example:** Total number of participants that answer agree/strongly agree to the question " I am confident in my ability to step in as bystander witness to underage drinking intervention"	**Example:** Pre and Post test

GATHER CREDIBLE EVIDENCE OR FEEDBACK

How will you collect data?

• **Is it accurate?**

  • Is your evaluation method measuring what you intended it to measure? Is it consistent?

• **Is it ethical?**

  • If data is sensitive or personal, are you keeping it confidential? It's essential to create a process that protects people's privacy and ensures that the data is secure.

Types of evaluation

• **Formative**

  • Ensure that a program or activity is appropriate and acceptable before it is fully implemented. Formative evaluation is typically conducted when a new program is being developed or when an existing one is being modified.

• **Summative**

  • Measure the worth of a program at the end of its activities. The focus is on the final outcome.

• **Process**

  • Determine whether program activities have been implemented as intended and results in certain outputs.

• **Outcome**

  • Measures how the program affects the target population by assessing the progress in the outcome objectives that the program is to achieve.

• **Impact**

  • Assess program effectiveness in achieveing its ultimate goals.

GATHER CREDIBLE EVIDENCE OR FEEDBACK

Methods of collecting data?

- **Focus Group**

  - A focus group is a group interview of approximately six to twelve people who share similar characteristics or common interests.

- **Interviews**

  - An interview is a method of verbally asking key participants quantitative or qualitative questions.

- **Direct observations**

  - When you watch interactions, processes or behaviors as they occur; for example, observing a teacher teaching a lesson from a written curriculum to determine whether they are delivering it with fidelity.

- **Conduct surveys**

  - A survey is questionnaire that is administered verbally or in writing to a specific population to collect data for information and insight about a service, product or process.

Types of Questions

- **Open-ended**

  - Open-ended questions "open up" the conversation.

- **Closed-ended**

  - Closed-ended questions are used to pin down brief facts.

- **Nominal scale**

  - A measurement scale, in which numbers serve as "tags" or "labels" only, to identify or classify an object.

- **Rating scale**

  - A set of categories designed to elicit information about a quantitative or qualitative attribute.

- **Likert scale**

  - A unidimensional scale used to collect respondents' attitudes and opinions.

ANALYZE EVALUATION FINDINGS

Organize:
Organizing or cleaning data will insure that that data is ready to be analyzed.

Analyze:
Quantitative analysis: tallying responses, counting program activities or calculating changes in health outcomes.

Qualitative analysis: looking systematically at the stories people shared with you in interviews or survey questions where people wrote in their answers.

Interpret:
Review patterns, trends or themes that can be pulled together to share easily understandable findings with your stakeholders. Identify your key findings; what would be most relevant to your stakeholders? Describe trends in your data over time. Compare your collected data from one point in time to another point in time in the past. Compare with other similar programs or data trends.

SHARE LESSONS LEARNED

The last step in the evaluation process is to develop recommendations and determine how to share findings with stakeholders

- Identify strategies to increase the likelihood that evaluation findings will be used.

- Identify strategies to reduce the likelihood that information will be misinterpreted.

- Provide continuous feedback to the program.

- Prepare stakeholders for the eventual use of evaluation findings.

- Identify training and technical assistance needs.

- Use evaluation findings to support annual and long-range planning.

- Use evaluation findings to promote your program.

- Use evaluation findings to enhance the public image of your program.

- Schedule follow-up meetings to facilitate the transfer of evaluation conclusions.

- Disseminate procedures used and lessons learned to stakeholders.

- Consider interim reports to key audiences.

- Tailor evaluation reports to audience(s).

- Revisit the purpose(s) of the evaluation when preparing recommendations.

- Present clear and succinct findings in a timely manner.

- Avoid jargon when preparing or presenting information to stakeholders.

- Disseminate evaluation findings in several ways.

EVALUATION TOOLS

- ## Reach, Effectiveness, Adoption, Implementation, Maintenace.

  - Focuses on increasing emphasis on adaptions and expansions to programs using
    - Reach
    - Effectiveness
    - Adoption
    - Implementation
    - Maintenance

- ## Framework for Program Evaluation in Public Health (CDC)

  - Systematic way to improve public health programs using the standard of
    - Utility
    - Feasibility
    - Propriety
    - Accuracy

- ## Framework for Ongoing Program Development

  - Highlights five functional concepts for ongoing program development and evaluation
    - Understand
    - Conceptualize
    - Design
    - Implement
    - Evolve

- ## Manual for Health Programs

  - Overview of effective strategies for program evaluation including:
    - Engage stakeholders
    - Describe the program
    - Focus the evaluation design
    - Gather credible evidence
    - Justify conclusions
    - Ensure use of evaluation findings and share lessons learned

RESOURCES

Virginia ABC Community Health & Engagement Resources

Virginia ABC Community Health & Engagement provides programming and resources for all age groups. Please call or visit us online for more information.

Phone: 804-977-7440

E-mail: education@abc.virginia.gov

Web: www.abc.virginia.gov

[f] @VirginiaABCEducationAndPrevention

Miss Virginia School Tour

In partnership with Virginia ABC, Miss Virginia travels across Virginia to elementary schools spreading a message of health, wellness and prevention with students and teachers.

Being Outstanding Leaders Together (BOLT) Against Drugs and Alcohol

BOLT provides drug and alcohol prevention knowledge to middle school students through regional community collaboration and high school peer leadership.

Power of Parents

In partnership with Mothers Against Drunk Driving, Power of Parents is designed to empower parents of middle and high school students through resources and training to have ongoing, intentional conversations about the dangers and consequences of underage drinking.

Youth Alcohol and Drug Abuse Prevention Project (YADAPP)

A high school youth-led leadership conference equipping teens with a strategic plan and empowering them to keep their schools and communities alcohol and drug free.

Virginia Office for Substance Abuse Prevention (VOSAP)

An organization that promotes collaboration among state and local agencies, organizations, coalitions and faith communities that address substance abuse prevention.

Higher Education Alcohol and Drug Strategic Unified Prevention (HEADS UP)

Strengthening and supporting the mission of healthy and safe campus-communities through strategic initiatives, resources and capacity building.

Project Sticker Shock

Supplies are provided to community groups in an effort to decrease social providing. The project includes stickers being placed on alcohol packaging reminding buyers to not provide to minors and is done in conjunction with a press event to help raise awareness.

Virginia Higher Education Substance Use Advisory Committee (VHESUAC)

VHESUAC is led by an Executive Council and Workgroup that develop and update a statewide strategic plan for substance use education, prevention and intervention at Virginia's institutions of higher education.

Licensee Training Resources

Courses are offered to help licensees become more responsible and to better understand Virginia laws, rules and regulations. Both courses are available online and in classroom settings, instructed by a team of Virginia ABC special agents in your region.

Seller/Server Training Approval Program (STAP)

A program that approves alcohol server responsibility courses provided through external providers to licensees in Virginia.

Community Health & Engagement Resources

Publications, toolkits, white papers, public service announcements and online trainings are available to the general public at no cost.

Grant Program

Alcohol education and prevention grants assist community partners to develop and enhance initiatives related to alcohol education and prevention. Grant cycle is July through June with applications due in the spring.

NOTES

Virginia Alcoholic Beverage Control Authority
www.abc.virginia.gov • (804) 977-7440
7450 Freight Way • Mechanicsville, VA 23116