



SARG EVALUATION PLANNING

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SARG USES THE PUBLIC HEALTH MODEL/APPROACH

The public health model involves

- Assessing the problem
- Outlining the causes and risk factors
- Considering the capacity available and needed to address these factors
- Selecting/developing, implementing effective interventions (programs, policies, practices)
- Evaluating interventions at multiple levels



ROLE OF COALITION IN EVALUATION

- Encourage commitment to process and outcome evaluation among partners and stakeholders
- Facilitate access to evaluation expertise and resources where needed
- Encourage data reporting among partners
- Assist with problem solving and overcoming implementation and evaluation barriers
- Communicate outcomes to key stakeholders



EVALUATION ROLE OF IMPLEMENTATION PARTNERS

- Commit to collect and report process and outcome data for each strategy implemented
- Assure evaluation is a primary organizational task with appropriate administrative commitment and oversight
- Acquire evaluation expertise and assistance if needed
- Develop a strategy level evaluation plan and follow the plan to assure data collection quality
- Use valid and reliable methods and measures
- Use evaluation data to identify implementation issues and possible solutions
- Report evaluation outcomes



PRIORITIZING OUTCOMES FOR MEASUREMENT

Outcomes of interest and concern to stakeholders

- Conceptually related to the logic model
 - Consequence, behavior(s), intervening variables, contributing factors
- High utility
 - Measures have meaning to stakeholders and can/will be used to inform decision making at various levels
- Feasible to measure
 - Valid/reliable instruments and measures available
 - Available resources (skills/expertise, financial, time)



WHO WANTS TO KNOW?

- ▣ Funders (local, state, federal, other)
- ▣ Coalition and implementation partners
- ▣ Community stakeholders



NATIONAL/STATE OUTCOME MEASURES

Process measures

- Number evidence based strategies implemented
- Number of persons served by age, gender, race, and ethnicity

Outcome measures

- Perceived risk/disapproval
- Age of first use
- 30 day use
- School attendance, ARMVC, alcohol related crime



PROCESS EVALUATION

- ▣ Assessment of program implementation to understand reach, dosage duration, and fidelity to planned activities

- ▣ Process evaluation for participant based strategies considers:
 1. How is program implemented?
 2. Are activities delivered as intended?
 3. Are intended number of participants being reached?
 4. How many sessions were actually delivered?
 5. Were lessons delivered as designed?
 6. What are participant reactions? Were they satisfied? Will they come again?
 7. Who/how many attended/did not attend?
 8. Did participants attend all sessions?
 9. What do you know about those who dropped out?
 10. How were program implementers trained?



PROCESS EVALUATION

Non-participant based (indirect) strategies

1. How is strategy implemented?
2. Are activities delivered as intended?
3. Are intended target population being reached/not reached?
4. Is strategy being delivered with intended frequency/intensity?
5. Is strategy delivered according to best practice design?
6. What are reactions of target population?
7. What are reactions of implementers?
8. How were program implementers trained?
9. What barriers have been



PROCESS EVALUATION DATA COLLECTION METHODS

- Program Attendance Forms
- Observation Forms
- Facilitator Forms
- Immediate post-test surveys
- Focus groups



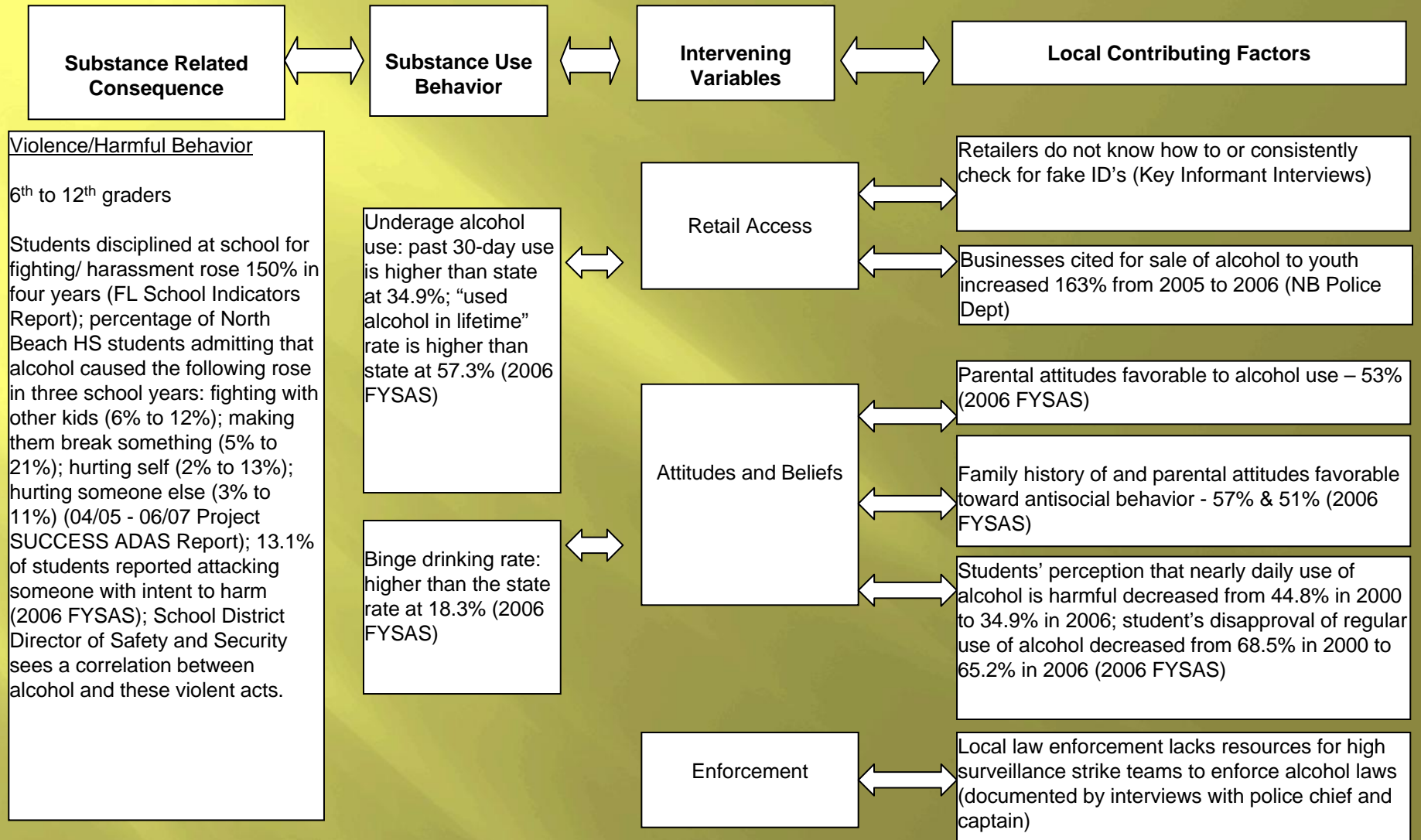
OUTCOME EVALUATION

Answers: So What?

- ▣ Assessment of strategy's effects on targeted population
- ▣ Outcome evaluation data collection strategies
 - ▣ Pre-post surveys of participants and target population to measure change in awareness, knowledge, skills, attitudes
 - ▣ Direct observations and measures of behavior change
 - ▣ Archival data reported by community/state/federal agencies



EXAMPLE: North County Community Level Logic Model



EVALUATING CCAP LONG TERM OUTCOMES

- Long term Outcome
 - Change from baseline in consequence and related behavior(s)
 - Report trends (change over time)
 - Report benchmarks (change in your county compared to state; change in your county compared to similar counties)
- Consider when you expect a change in the outcome
- Consider when and how frequently data is collected/reported
- Do you expect to see change before all strategies are implemented?



EVALUATING CCAP OBJECTIVES

What steps were planned to get strategies underway?

- Process evaluation tracks these steps

What steps were taken to assure a program was implemented with fidelity?

- Process evaluation tracks these steps

What changed in the issues identified in your logic model

- Outcome evaluation measures these changes



SHORT TERM OUTCOMES

Change in 3 to 12 months

- May measure process/implementation
 - Number of trainings held
 - Number of enforcement actions
- May measure immediate results of training
 - Increase in knowledge/skill gained
 - Change in attitude
- May measure result of communication/ advocacy
 - Change in awareness
 - Change in commitment/support
 - Number of MOU's signed



INTERMEDIATE OUTCOMES

Change in 6 to 18 months

Measures accomplishment of objective

- Changes in contributing factors
- May have to rely on indirect measures
- May or may not be dependent on longer term measurement (FYSAS, etc)



EVALUATION PLAN

Answers:

What outcomes are to be evaluated

What measures will be used to assess each outcome

What data will be collected and how

Who and how many will data be collected from

How frequently data will be collected

Who will collect data and report it

How frequently will data be collected



OUTCOMES MATRIX

- Suggested measures for each intervening variable and strategy type
- Short term outcomes mix of process and outcome measures
- Intermediate outcomes measure contributing factors
- Based on CCAP's
- Based on likely available measures



REPORTING EVALUATION RESULTS

- Coalition
 - Minimum quarterly data sharing/review
 - Examples
- Community
 - Used strategically to inform targeted audiences of successes as they are documented
 - Annually through outcomes report or community report card
 - Examples
- Funders
 - DCF monthly by e-SARG
 - CSAP semi-annually by CLI



BUILD AN OUTCOMES DASHBOARD

- Track key outcomes
 - Compared to baseline measures (pre/post)
 - Trends (monthly, annual, biannual)
 - Benchmarks (comparison to similar populations, similar geo areas, state, nation)
- Assure consistent and meaningful comparisons
- Visually meaningful at a glance
- Put a face on data that is meaningful to audience



DEPICT DATA IN MEANINGFUL WAYS

Thermometer

Change in single measure toward a target

Column and Bar charts

Pre/post change

Comparison among groups

Trend lines

Multiple data points over time

Comparison to other groups/units

Radar (spiderweb) Charts

Depict measures of multiple related dimensions

Can show change in multiple dimensions over time



IMPLEMENTATION DATA COLLECTED

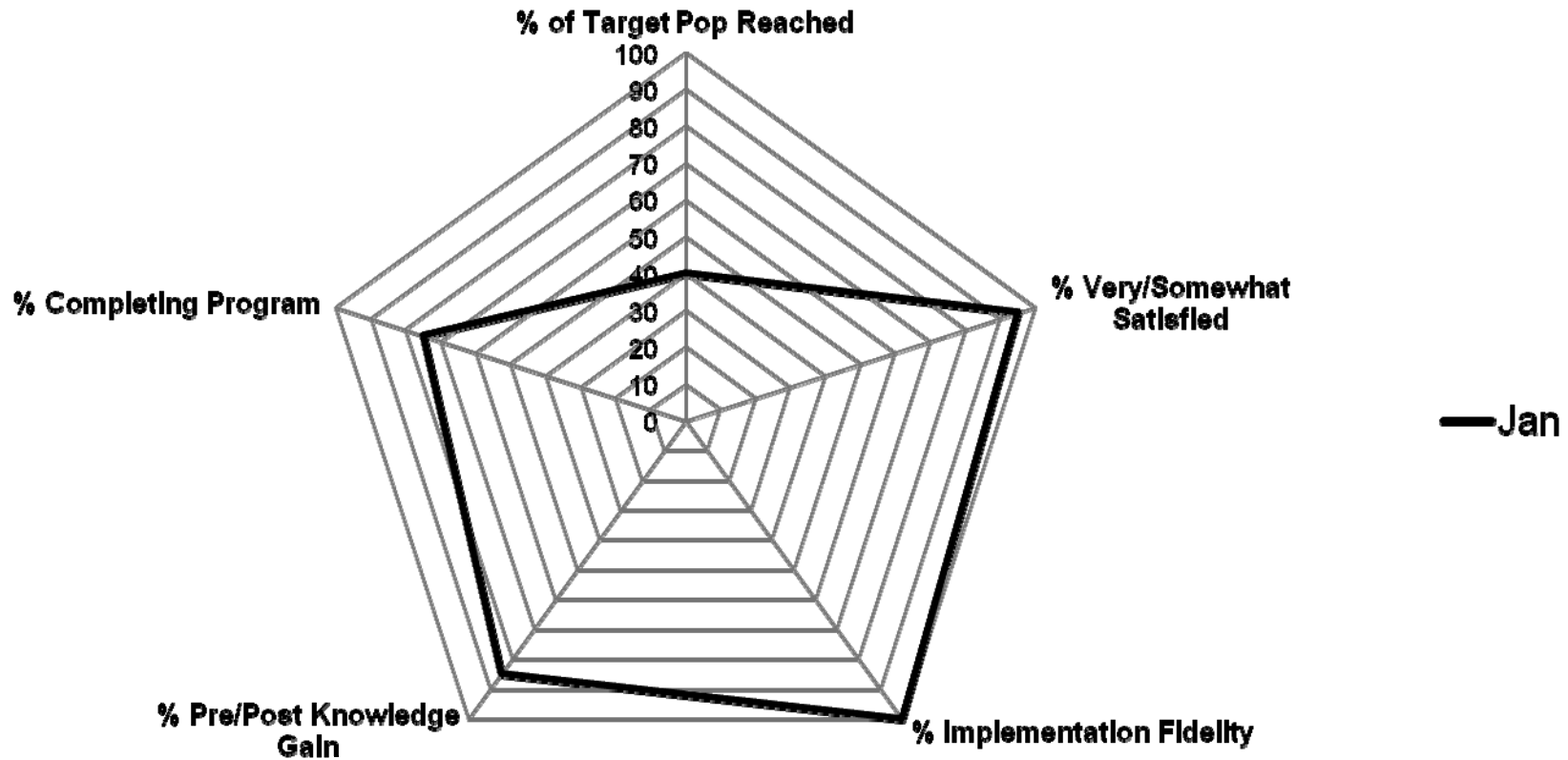
	% Target Pop Reached	% Very/Somewhat Satisfied	% Implementation Fidelity	% Pre/Post Knowledge Gain	% Completing Program
Jan	40	95	100	85	73
Feb	46	98	95	90	95
Mar	57	100	100	95	100
Apr	69	100	100	100	100
May	75	100	100	100	100
Jun	65	85	80	90	50

All data expressed in equal units such as percents
Data mostly complete; leave missing data blank

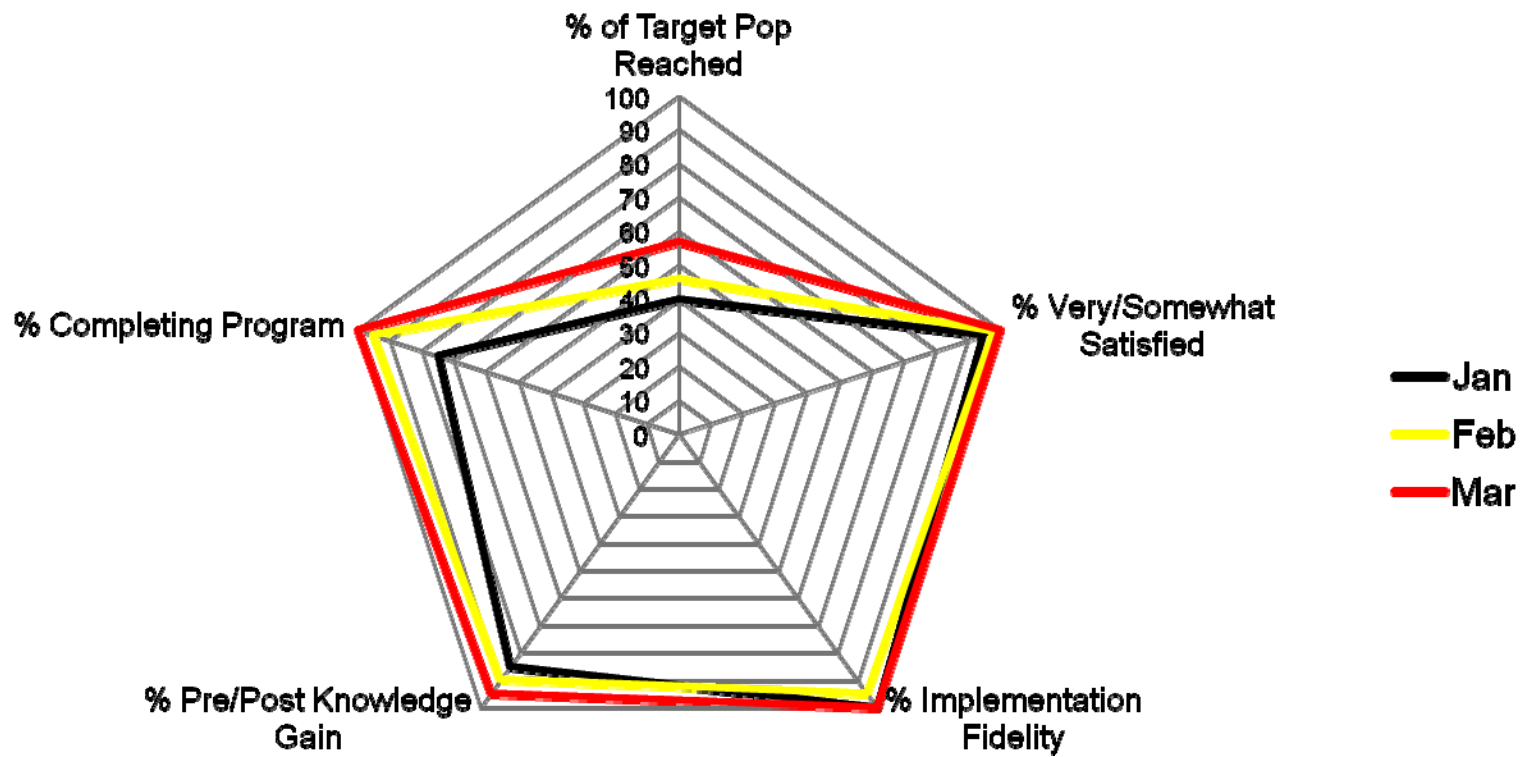


MONTHLY RADAR CHART KEY IMPLEMENTATION MEASURES

January Program Implementation

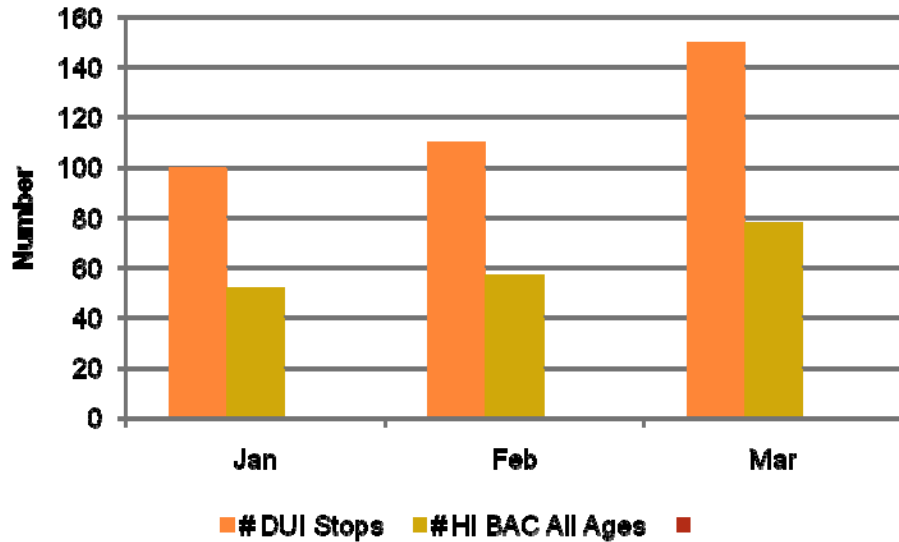


QUARTERLY RADAR CHART

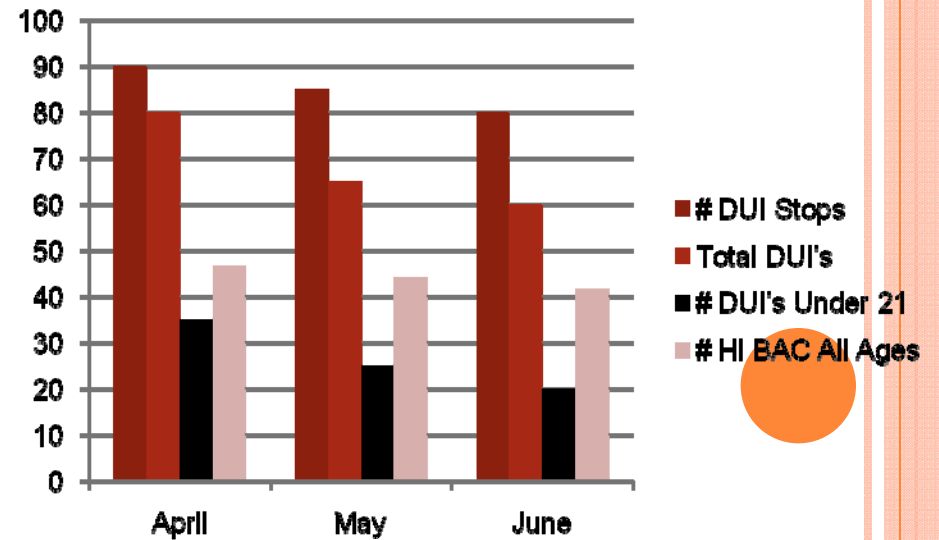
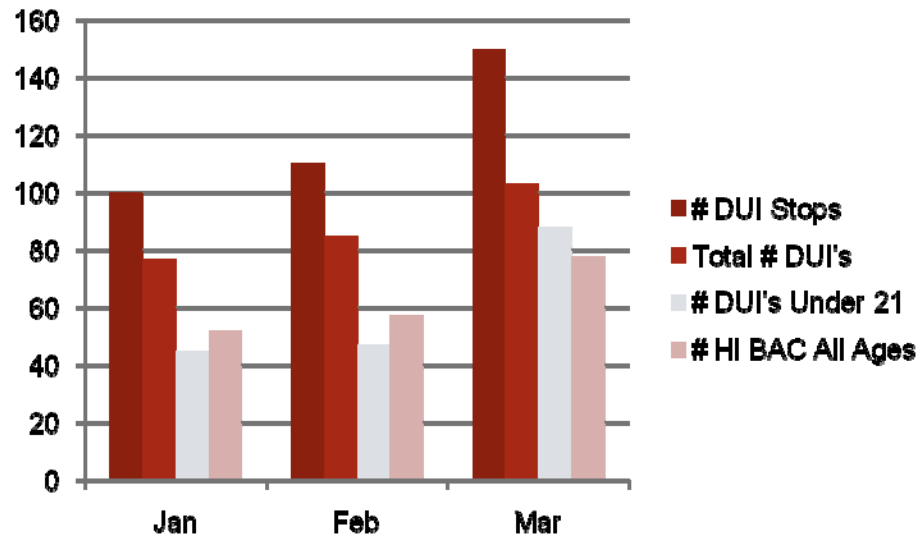
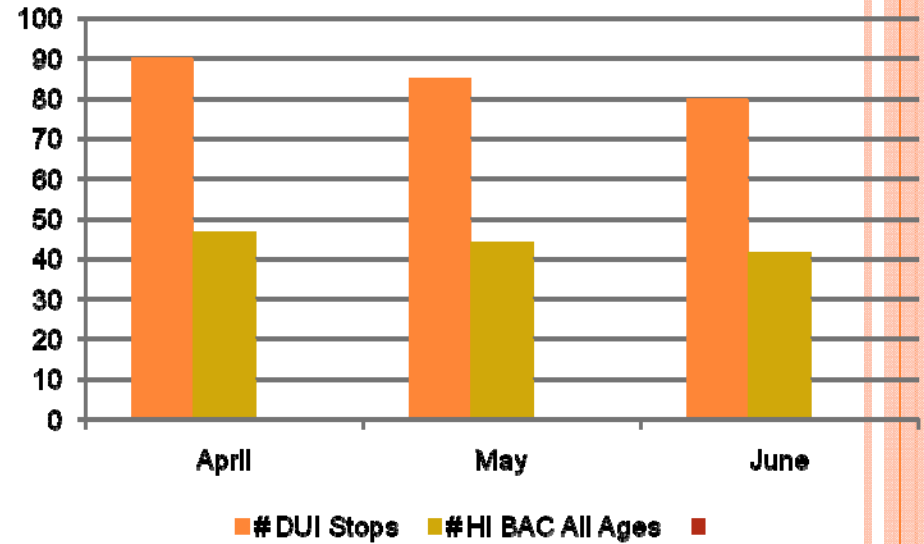


DASHBOARD EXAMPLES

Quarter 1



Quarter 2



ANNUAL TRENDS

