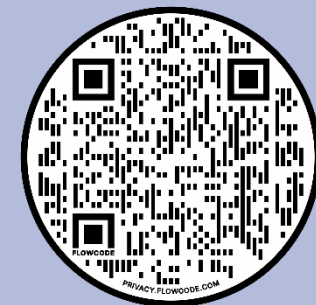# Indigenous Land Acknowledgement

- We respectfully acknowledge that we live and work in territories where indigenous nations and tribal groups are traditional stewards of the land. Our California office resides in Tongva territory.

- Please join us in supporting efforts to affirm tribal sovereignty across what is now known as California and in displaying respect, honor, and gratitude for all indigenous people.

Whose land are you on?

Option 1: Text your ZIP code to 1-907-312-5085

Option 2: Enter your location at Native Land CA

Option 3: Access Native Land website via QR Code

Community Agreements

- Be present and be an active listener.

- Remember: One mic, one voice.

- Practice inclusivity.

- Honor pronouns and gender identity.

- Show respect (this may look different for each person).

- Allow conflicting perspectives to exist.

- Assume best intentions.

- Take space, make space.

- Share what you are comfortable sharing.

- Protect individual privacy.

- Practice self-care.

- Encourage growth of self and for others.

- Support resource sharing.

(Image: Microsoft)

May Two-Track Event Details (5/13/24)

Category	Service Tracking and Data Integration	
	Foundational Track	Advanced Track
Learning Goals	• Understand the importance of program evaluation and the role it plays in measuring success. • Understand the role that stakeholders play in evaluating a program. • Understand how to develop a logic model with evaluation questions to measure successful implementation.	• Become familiar with the best tools to use for multiyear programs. • Know how to conduct process mapping using logic model components to evaluate your program. • Understand how the PRECEDE-PROCEED model can guide your organization in the different phases of evaluation. • Have clarity on what funders typically look for in program evaluation.
Target Audience	• Those seeking a solid understanding of program evaluation methods. • Participants looking to identify the key concepts of developing an evaluation plan. • Participants with a few years' experience in implementing programs and evaluating success.	• Individuals who are familiar with program evaluation and have managed or been involved with the process for more than 2 years. • Organizations that have implemented formal program evaluation and are looking to expand on their knowledge base of best practices.

Jo Romano

- Jo Romano is the President of Jo Romano Associates and Green Mountain Life Coaching, with 35+ years of experience in the recovery field, leadership, and organizational development.

- She is a certified recovery and personal/professional life coach, a nationally certified substance abuse prevention and recovery specialist, and a certified teacher in Health Realization and Adult Dialogue Education with Global Learning Partners.

- She is also a member of the International Coach Federation and serves as a trainer, mentor, and advocate.

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Learning Objectives

- Learn the importance of program evaluation and the role it plays in measuring success.

- Develop a logic model using evaluation questions to measure successful implementation.

- List evaluation methods.

- Identify best practices for collecting and evaluating data.

- Explain the role stakeholders play in evaluating a program.

(Image: Microsoft)

What Is Program Evaluation?

Defining Program Evaluation

Program Evaluation is: "the systematic collection of information about the activities, characteristics, and outcomes of programs for use by people to:

- Reduce uncertainties
- Improve effectiveness
- Make decisions"

Reminder! For more information on data collection, please refer to (PWI/EPOC Service Tracking and Data Integration Foundational Track, 2024)

(Centers for Disease Control and Prevention., 2011. *Introduction to program evaluation for public health programs: A self-study guide.*)

What Is the Value of Program Evaluation?

🔍 Find out what works and does not work in your program.

⚙️ Enable adaptation for program improvement.

👥 Demonstrate what your program does and how it benefits participants.

📚 Add to the existing knowledge base about your program.

📈 Build sustainability and expansion.

💵 Meet requirements set by many different funders, like SAMHSA.

(Centers for Disease Control and Prevention. (2011). *Introduction to program evaluation for public health programs: A self-study guide.*)

The Logic Model and Evaluation Questions

Defining the Logic Model

- A **logic model** is a visual representation of a program's activities and outcomes.

    - Logic models can aid in program evaluation by illustrating the intended functionality of your program. They delineate the principal components of your program and their interrelations. These models encompass both process and outcome elements.

(Centers for Disease Control., n.d., *Logic model*)

Logic Model: Components

Inputs	Activities	Outputs	Outcomes Short Term	Outcomes Long Term
• Resources • People • Money • Materials • Time	• What • When • Where • Frequency	• Product of activities	• Assess results • Adjust as needed	• Assess results • Assess impact

Poll: Have you used a logic model as a tool to help you with program evaluation design and plan?

Centers for Disease Control. n.d., *Logic model*.)

Logic Model: Components Explained

Inputs = Resources: Staff, Time, Materials, Equipment, Location, Volunteers, Money, Partners, Energy

⬇

Activities = Action Steps: Examples of size and scope of the services, such as the number of sessions or meetings held, materials produced and distributed, program participation rates

⬇

Outputs: What happens immediately when you conduct the activities?

Number of participants served	Number and length of training sessions

⬇

Outcomes: What resulted or changed?

Improved access to needed service	Less stress and well-being	Improved recovery rates

(Centers for Disease Control and Prevention & National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, Division of STD Prevention, n.d.)

DHCS

Logic Model: Example—Access to Services

Inputs	Activities	Outputs	Outcomes Short Term	Long Term
Grant dollars	Designate a staff coordinator within seven days.	Designated coordinator in seven days.	50% increase in access to services.	90% increase in access to services.
Vehicles	Hire four guests to drive within 30 days.	Four guests hired in 14 days		
Drivers	2 x two-hour driver training sessions within 30 days.	Three sessions held in 40 days.		
Program Materials	Daily check-ins with coordinator.	Daily check-ins became weekly.		

Centers for Disease Control. n.d., *Logic model*.)

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Consider a Theory of Change

- Does it make sense?

- Does it fit?
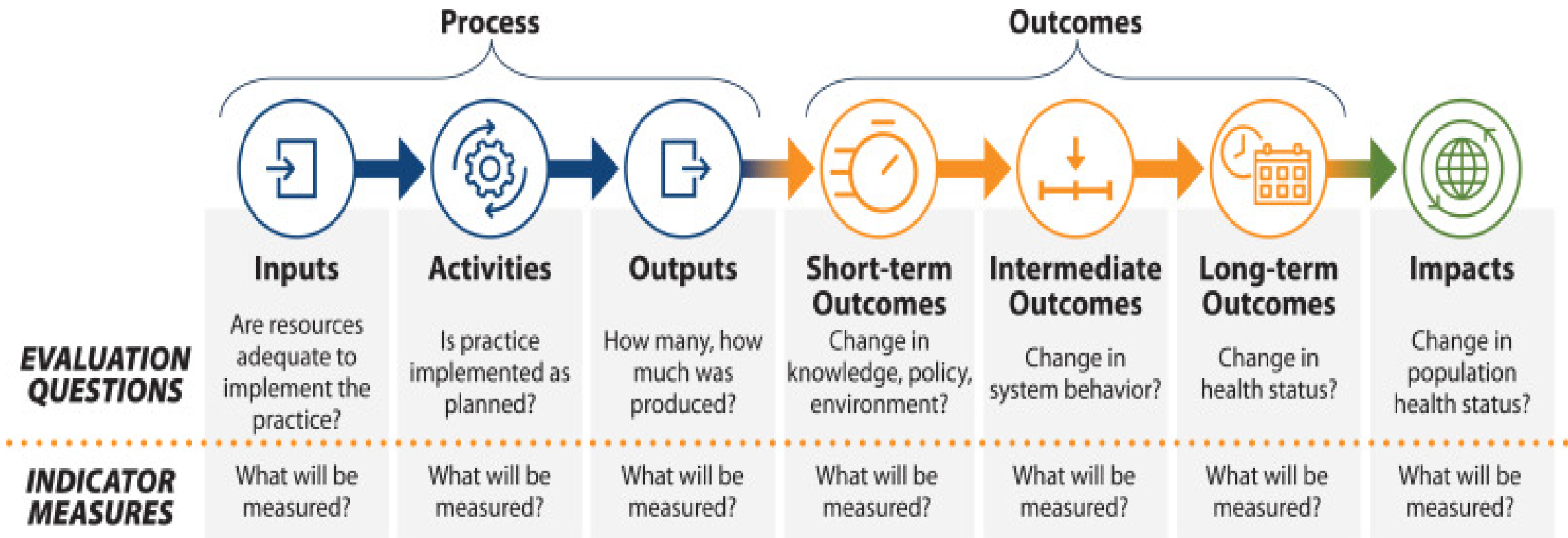
- Is it practical?

- Why make this change?

(Image: Microsoft)
(Molloy, 2020)

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Six Steps of an Evaluation Plan

1. Creating Evaluation Questions (EQs)

2. Identifying the data required

3. Collecting the data

4. Analyzing the data

5. Interpreting the data

6. Reporting on the data

(Centers for Disease Control and Prevention, n.d. *Evaluation steps*.)

Turning Logic Model Into Evaluation Questions and Indicators

	Inputs	**Activities**	**Outputs**	**Short-term Outcomes**	**Intermediate Outcomes**	**Long-term Outcomes**	**Impacts**
EVALUATION QUESTIONS	Are resources adequate to implement the practice?	Is practice implemented as planned?	How many, how much was produced?	Change in knowledge, policy, environment?	Change in system behavior?	Change in health status?	Change in population health status?
INDICATOR MEASURES	What will be measured?	What will be measured?	What will be measured?	What will be measured?	What will be measured?	What will be measured?	What will be measured?

(Hempel, S., et al., 2019)

Evaluation Methods and Tools for Collecting Data

Methods of Evaluation

1. Formative Evaluation: Conducted at the beginning of the program phase.

2. Process Evaluation: Conducted once services/activities begin (what's working and what's not)

3. Summative Evaluation: Measures both outcome and impact (goals achieved and program effectivness)

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Formative Evaluation Method

The Formative Evaluation Method is used during the implementation phase.

- Assesses the needs of participants

- Assesses adequacy of resources/inputs

- Identifies challenges and barriers to high-quality implementation

- Identifies quality and fidelity of services

- Documents and maximizes strengths

(Patton, 2017)

Process Evaluation Method

Process Evaluation determines whether program activities have been implemented as intended and produced certain outputs. You may conduct process evaluation periodically throughout the life of your program and start by reviewing the activities and output components of the logic model.

Process Evaluation allows you to track program information related to Who, What, When, and Where questions:

- To whom did you direct program efforts?
- Where did your program activities take place?
- What has your program done?
- What are the barriers/facilitators to implementation of program activities?
- When did your program activities take place?

(Centers for Disease Control and Prevention, n.d. *Evaluation steps*)

Summative Evaluation Method

The Summative Method is commonly used during the evaluation phase. "Impact" and "Outcome" are sub-sections of the Summative Method.

- Understand actual and perceived benefits associated with services.

- Determine the effectiveness and impact of the intervention.

- Answer questions about what works and for whom.

- Assess its cost-effectiveness.

(Patton, 2014)

Context and Input Evaluation Questions (EQ)

Category	Context EQs	Input EQs
Formative Evaluation	What are the needs of the participants?	How can the program be best designed, staffed, and implemented?
Process Evaluation	Is the program being implemented as intended?	How will change be measured?
Summative Evaluation	To what extent did the program address the high-priority needs of the participants?	How well were the selected inputs, resources, and approaches developed in a sound and viable plan?

Process and Product Evaluation Questions (EQ)

Category	Process EQs	Product EQs
Formative	What are the impediments to project implementation that need to be addressed?	What positive and negative side effects are emerging?
Process	Based on current results, how can we improve the program effectiveness?	What additional resources do we need to ensure the program meets the needs of the target population?
Summative	How well were implementation challenges overcome?	To what extent did the program successfully address the stated outcomes?

A Stakeholder's Role in Program Evaluation

Who Are Typical Stakeholders in Program Evaluation?

- Those **affected**

- Those **involved** in operations

- Those who will **use** the evaluation **results**

(Image: Microsoft)
(Centers for Disease Control and Prevention, 2012, *Step 1: engage stakeholders*.)

Potential Program Stakeholders

- Program managers and staff

- Representatives of populations disproportionately affected by the problem

- Local, state, and regional coalitions interested in the public health issue

- Funding agencies, such as national and state governments

- Universities and educational institutions

- Local government, state legislators, and state Governors

- Business, health, law enforcement, and religious community organizations

- Program critics and private citizens

(Centers for Disease Control and Prevention, 2012, *Step 1: engage stakeholders*.)

Stakeholder Roles

- Help determine and prioritize evaluation questions.
- Assist with data collection and interpretation.
- Apply and share results.
- Serve as member of the Evaluation Team or Evaluation Advisory Committee.
- Advocate and act as a champion for the program.

(*Program Evaluati*(Centers for Disease Control and Prevention, 2012, *Step 1: engage stakeholders*.)

Benefits of Stakeholders

- Can increase the credibility of your efforts or your evaluation

- Are responsible for the day-to day implementation of the program activities

- Will advocate for or authorize changes to the program that the evaluation may recommend

- Will fund or authorize the continuation or expansion of the program

(Image: Microsoft)
(BetterEvaluation, n.d.)

Photo: MS Stock Image
(*Understand and Engage Stakeholders*, n.d.)

Program Evaluation

Putting It All Together

Review of Learning Objectives

- Learn the importance of program evaluation and the role it plays in measuring success.

- Develop a logic model using evaluation questions to measure successful implementation.

- List evaluation methods.

- Identify best practices for collecting and evaluating data.

- Explain the role stakeholders play in evaluating a program.

(Image: Microsoft)

HCS

Q&A

(Image: Microsoft)

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