

What Is Evaluation? Why?

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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

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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

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Common Purposes of Evaluation

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

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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

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Health Promotion Intervention/Program

- ☐ A planned and systematically implemented combination of standardized, replicable methods designed to produce change in cognitive, affective, skill, behavior, or health status objectives for a defined population at risk at specific sites and during a defined period of time
- ☐ Is a health fair a health promotion intervention/program?

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Fidelity

Conducting or implementing an intervention by following exactly the core elements, protocols, procedures and content that determined its effectiveness



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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?

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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?

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Process Evaluation

- ❑ A descriptive assessment of the implementation of program activities; what was done, to whom, and how, when, and where (e.g., assessing such things as an interventions conformity to program design)
- ❑ Addresses questions related to how a intervention is implemented and operates

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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?

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Qualitative Evaluation

- ❑ An evaluation designed to explain why a program succeeded or failed, using a systematic process of in-depth, open-ended interviews, indirect and direct observations, and written reports to inductively assess and to describe the perceived value of health promotion intervention procedures by program staff, participants, and the community.

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Formative Evaluation

- ❑ An evaluation designed to produce qualitative and quantitative data and insight during the early development phase of an intervention
 - Includes assessing:
 - ❑ The feasibility of program implementation
 - ❑ The appropriateness of content, methods, materials, media, and instruments
 - ❑ The immediate or short-term cognitive, psychosocial, skill, and/or behavioral impact of an intervention for a well-defined population

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Formative Evaluation

- ❑ Answers questions such as:
 - How should the intervention be designed or modified to address population needs?
 - What can we learn from pre-testing our approach?
 - Are the materials we are going to use appropriate?

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Evaluation Research

- ❑ An evaluation using an experimental or quasi-experimental design meant to establish the feasibility, efficacy, and cost-effectiveness or cost-benefits of a *new* intervention for a specific behavioral impact or health outcome rate during a defined period of time among well-defined population at risk.

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Outcome Monitoring

- ❑ 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

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Outcome Evaluation

- ❑ Entails the application of rigorous methods to assess whether the prevention intervention has an effect on the predetermined set of goals
 - Use of rigorous methods allows one to rule out factors that might otherwise appear responsible for the changes seen.
- ❑ Not often done by CBOs

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Outcome Evaluation

- ❑ 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?

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Health Outcome Evaluation

- ❑ An evaluation using an experimental or quasi-experimental designed to document intervention feasibility, efficacy or effectiveness, and cost-effectiveness or cost-benefit in producing long-term changes in the incidence or prevalence of a morbidity or mortality rate or other health status indicated for the clinically diagnosed medical condition among a well-defined population at high risk.

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Impact 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

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Impact Evaluation

- ❑ 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?

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Program Evaluation

- 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

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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

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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)

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Meta-Evaluation

- ☐ An evaluation of the methodological quality of impact or outcome studies, using standardize criteria to document internal validity
 - Standardized criteria:
 - ☐ Evaluation designed
 - ☐ Sample size and sample representativeness
 - ☐ Population characteristics
 - ☐ Measurement validity and reliability
 - ☐ Appropriateness and replicability of intervention methods
 - ☐ Process evaluation

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Meta-Analysis

- ☐ An evaluation using quantitative analysis and standardized procedures to review completed experimental evaluation research with high internal validity for a well-defined population at risk to estimate the degrees of external validity of a health promotion intervention.

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Internal Validity

- ☐ The degree to which an observed significant change in a behavioral impact or health status outcome rate (A) among a sample of the population at risk (B) can be attributed to an intervention (C)?
- ☐ Did C cause A to change among B?

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External Validity

- ❑ The degree to which an observed significant change in an impact (behavior) or outcome (health status) rate attributable to an health promotion intervention can be generalized from a representative sample to a large well-defined population at risk.

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Efficacy

- ❑ An evaluation of the extent to which a new (untested) intervention produced significant changes in a behavioral impact or a health outcome rate
- ❑ Did the intervention produce significant changes among the sample of the population at risk under *optimal* program-practice conditions?

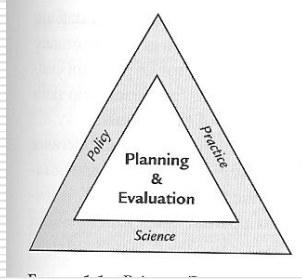
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Effectiveness

- ❑ An evaluation of the extent to which an existing (tested) intervention with documented internal validity produced a significant change in a behavioral impact or health outcome rate
- ❑ Did the intervention produce a significant change among a large, representative sample of a well-defined population at risk under *normal* program-practice conditions?

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Domains for Planning an Evaluation



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Domains for Planning an Evaluation

☐ Science

- The evidence base for health promotion interventions derived from a meta-evaluation or meta-analysis
- How valid, reliable, representative, and conclusive is the evidence confirming the feasibility, efficacy, and cost of the program for a well-defined population, health problem, and setting?
- Documents the validity of the theoretical behavior change model for an intervention and its evaluation.

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Domains for Planning an Evaluation

☐ Policy

- The philosophical, political, financial, and organizational base of support for an intervention and its evaluation
- Who really supports or opposes the intervention and its evaluation?
- Is the intervention and its evaluation politically sensitive?
- Who will define the questions to be answered and the type(s) of evaluation to be or not to be conducted?

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Domains for Planning an Evaluation

□ Practice

- The current "state of the art" in a health promotion specialty area and for providers and agencies
- What is the infrastructure and capacity for the new intervention, or is a significant revision of an existing program planned?
- What are the competencies and attitudes of the program staff about the existing or new program, its target population, and its evaluation?
- What are the salient characteristics of the population at risk and the setting that need to be considered?

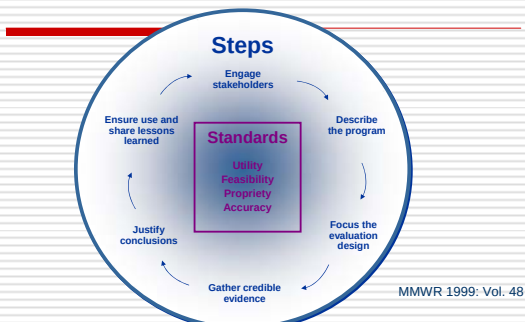
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Phases of Evaluation

Phase 1	Phase 2	Phase 3	Phase 4
Evaluation Research		Program Evaluation	
Formative Evaluation	Efficacy Evaluation	Effectiveness Evaluation	Impact Dissemination Evaluation
Internal Validity of Health Policy, Program, and/or Practice		Internal and External Validity of a Health Policy, Program, and/or Practice	
Meta → Qualitative → Process → Cost Evaluations and Meta-Analyses			

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CDC Framework for Program Evaluation



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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.

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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.

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