

STEP 5: Evaluating Your Progress

Evaluation Report Framework

The process of evaluation; the systematic investigation of an effort, program, or initiative, is an important step in community health promotion activities as stakeholders consider their programs' effectiveness and efficiency. The Centers for Disease Control and Prevention (CDC) recognized the need to develop a framework outlining the basic elements of program evaluation cited in the – Centers for Disease Control and Prevention. *Framework for Program Evaluation in Public Health*. MMWR 1999; 48 (No. RR-11) (<ftp://ftp.cdc.gov/pub/Publications/mmwr/rr/rr4811.pdf>). The framework guides public health professionals in their use of program evaluation. It is a practical, nonprescriptive tool, designed to summarize and organize essential elements of program evaluation. The framework comprises steps in program evaluation practice and standards for effective program evaluation.

The types of records, data, and various methods of data collection that can be used to evaluate process, programs, and outcomes could include any of the following:

<ul style="list-style-type: none">• Questionnaires	<ul style="list-style-type: none">• Self-report inventories and participant opinions
<ul style="list-style-type: none">• Direct observation	<ul style="list-style-type: none">• Media coverage
<ul style="list-style-type: none">• Document review	<ul style="list-style-type: none">• Bills, purchasing orders, and invoices
<ul style="list-style-type: none">• Attendance and membership logs	<ul style="list-style-type: none">• Descriptive materials on interventions
<ul style="list-style-type: none">• Materials generated by workgroups and focus groups	<ul style="list-style-type: none">• Flyers announcing meetings
<ul style="list-style-type: none">• Minutes of meetings	<ul style="list-style-type: none">• Timelines and workplans

Evaluation Report Framework

Date: _____

Report Prepared by: _____

List the interventions implemented, and state the objectives for each intervention.

For each intervention implemented:

PROCESS EVALUATION:

1. Were the objectives for the intervention met by the timeline set?
2. Were the objectives measured by a pre and post sample measurement, indicator, or compared to a baseline assessment?
3. What quantifiable and qualifiable results were attained by this intervention?
4. Was a specific population group(s) or high risk group(s) addressed via the intervention?
5. Was the intervention and results appropriate and satisfying to all cultural groups involved?
6. Were all the activities associated with the intervention able to be implemented? (Describe how or why not)
7. What resources, materials, staff time, expertise, and other inputs were necessary to carry out the activities and intervention?
8. What is the staff's overall summation of this particular intervention experience?
9. What is the Department's overall summation of this particular intervention experience?
10. What is the target group's overall summation of this particular intervention experience?
11. What is the community's overall summation of this particular intervention experience?
12. Would you be likely to repeat this intervention if continued funding was available?
13. If repeated, what would you do differently in regard to this intervention?
14. Would you recommend that this intervention be conducted by other communities? (Please describe why or why not)
15. What cautions, recommendations, or encouragement would you have for another community interested in implementing this intervention?

16. What desired outcomes were achieved by this intervention?
17. Were there any undesired or unanticipated outcomes (both positive and negative) associated with this intervention?
18. Would any specific training or technical assistance have improved the implementation and evaluation of this intervention? (Please describe)
19. List and describe the stakeholders involved in this intervention.
20. Did stakeholders express any particular concerns about this intervention or the results obtained?
21. Which individuals, organizations, or partners were critical to the implementation and evaluation of this intervention?
22. How will the experiences and results of this intervention be shared within the department, community, state, or with other interested parties?
23. What are other groups or entities who might have an interest in this intervention?
24. Was there any social, health, ethical, or financial conflicts generated by this intervention?

OUTCOME EVALUATION

25. Did knowledge levels change as a result of this intervention?
 - a. If yes, describe how this was assessed.
 - b. Describe the characteristics of the individuals/groups involved, and numbers
 - c. What specifically changed?
 - d. How did it/they change, and to what extent?
 - e. At what point in the intervention did this change occur?
 - f. What contributed or fostered this change?
26. Did attitudes change as a result of this intervention?
 - a. If yes, describe how this was assessed.
 - b. Describe the characteristics of the individuals/groups involved, and numbers
 - c. What specifically changed?
 - d. How did it/they change, and to what extent?
 - e. At what point in the intervention did this change occur?
 - f. What contributed or fostered this change?

27. Did behaviors change as a result of this intervention?
 - a. If yes, describe how this was assessed.
 - b. Describe the characteristics of the individuals/groups involved, and numbers
 - c. What specifically changed?
 - d. How did it/they change, and to what extent?
 - e. At what point in the intervention did this change occur?
 - f. What contributed or fostered this change?

28. Did policy/policies change as a result of this intervention?
 - a. If yes, describe how this was assessed.
 - b. Describe the characteristics of the individuals/groups involved, and numbers
 - c. What specifically changed?
 - d. How did it/they change, and to what extent?
 - e. At what point in the intervention did this change occur?
 - f. What contributed or fostered this change?

29. Were there any environmental changes associated with this intervention?
 - a. If yes, describe how this was assessed.
 - b. Describe the characteristics of the individuals/groups involved, and numbers
 - c. What specifically changed?
 - d. How did it/they change, and to what extent?
 - e. At what point in the intervention did this change occur?
 - f. What contributed or fostered this change?

30. What data or evidence has been derived as a result of this intervention?
31. What utility does the data or evidence provide?
32. How valid is the data or evidence? What variables influence it?
33. Would you suggest any performance criteria for this intervention to increase the likelihood of its success?
34. Describe the step-by-step process utilized to implement and evaluate the intervention.
35. How would you justify replication of this intervention? What would make this intervention worth repeating?
36. What would prevent implementation and evaluation of this intervention?