

RHND GRANT EVALUATION PLANNING TO ASSESS AND INFORM YOUR NETWORK AND PROGRAM IMPROVEMENT/OUTCOMES

Kara S. Riehman, PhD
KSR Consulting
March 5, 2024

GOALS

- Overview of Logic Models
- Overview of types of evaluation
- Guidance on how to use logic models to develop evaluation questions
- Tips on conducting your evaluation

WHY EVALUATE?

Allocate
Resources

Demonstrate
Value

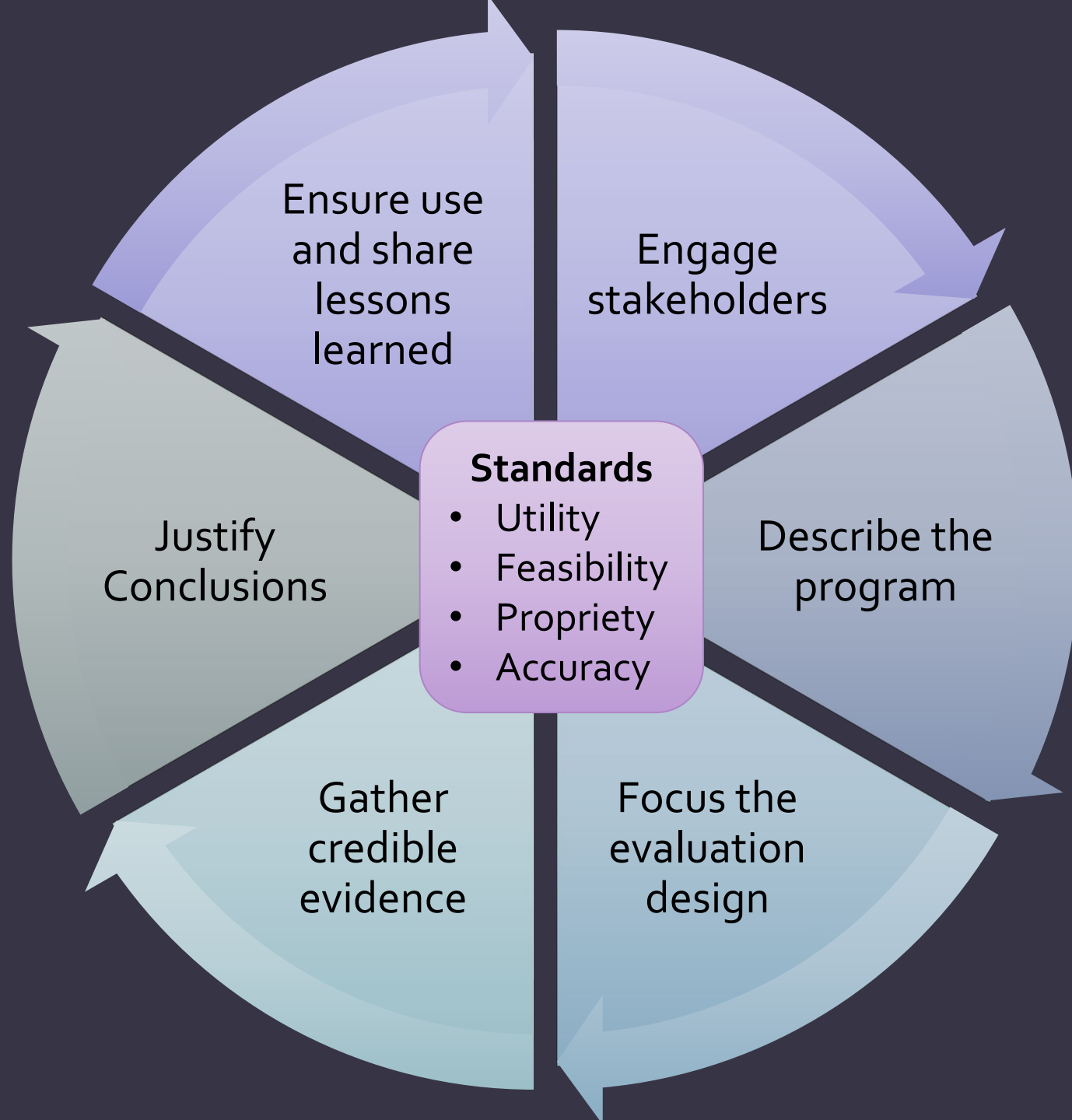
Demonstrate
Effectiveness

Funding
Requirements

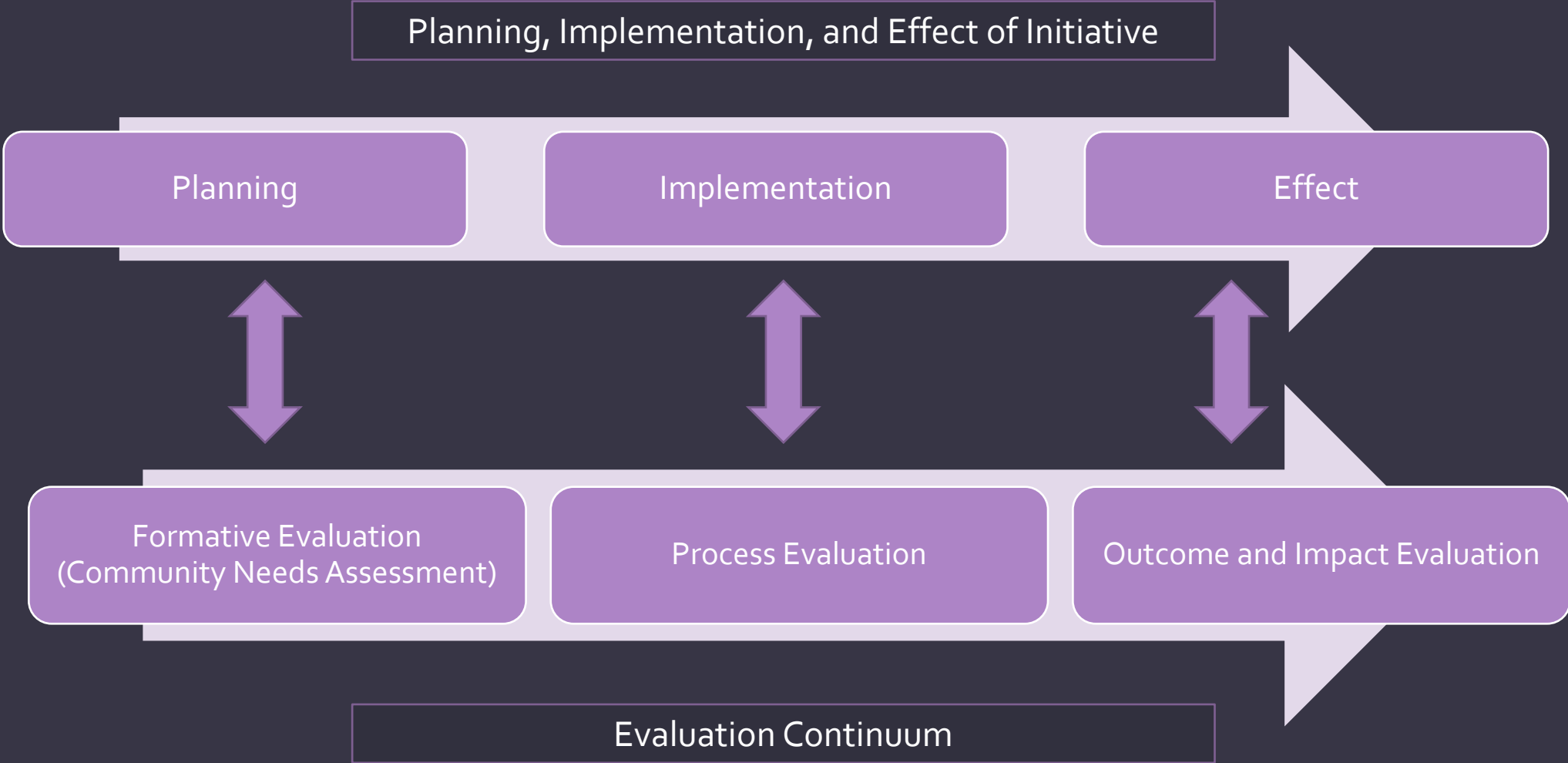
Accountability

Program
Improvement

CDC'S STEPS TO EVALUATION



INTERVENTION DEVELOPMENT & EVALUATION CONTINUUM



LOGIC MODELS

Resources / Inputs

- **If** we have these resources

Activities

- **Then,** we can provide these activities

Outputs

- **If** we pursue these activities, **then** we can produce these outputs

Outcomes

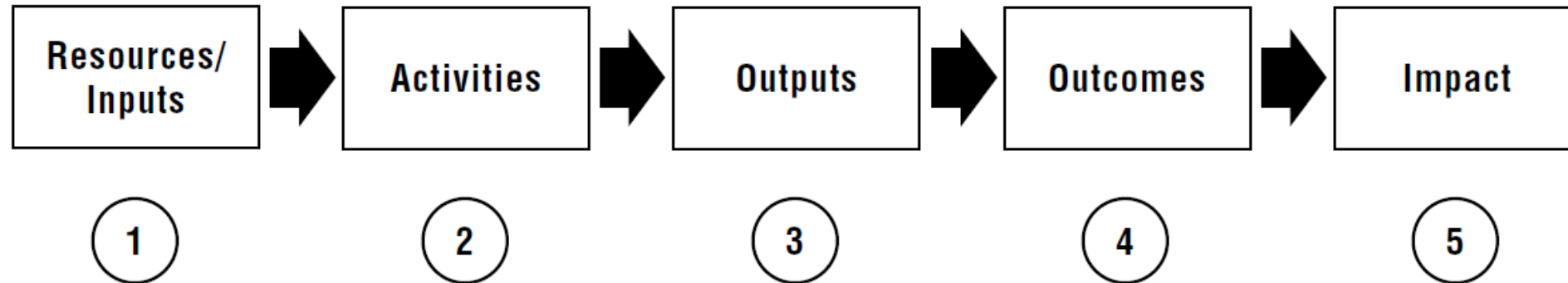
- **If** we have these outputs, **then** we will see these outcomes

Impacts

- **If** we have these outcomes, **then** we will have these impacts

USING LOGIC MODELS FOR EVALUATION

LOGIC MODELS & EVALUATION QUESTIONS



Process Evaluation

Understanding how the initiative is being implemented to demonstrate that the program is working as intended.

Outcome Evaluation

Understanding the effects of the initiative.

PROCESS EVALUATION

- Focus on inputs, activities, or outputs
- Describe program
- Provide timely data for program improvement
- Account for program resources
- Understand *how* program works (or doesn't work)
- Identify essential program elements

TYPICAL PROCESS EVALUATION QUESTIONS

- Who participated in the program?
- To what extent was the program implemented as intended?
- How satisfied are partners/clients with the program?
- To what extent did network collaborate effectively?
- How many sessions were conducted?

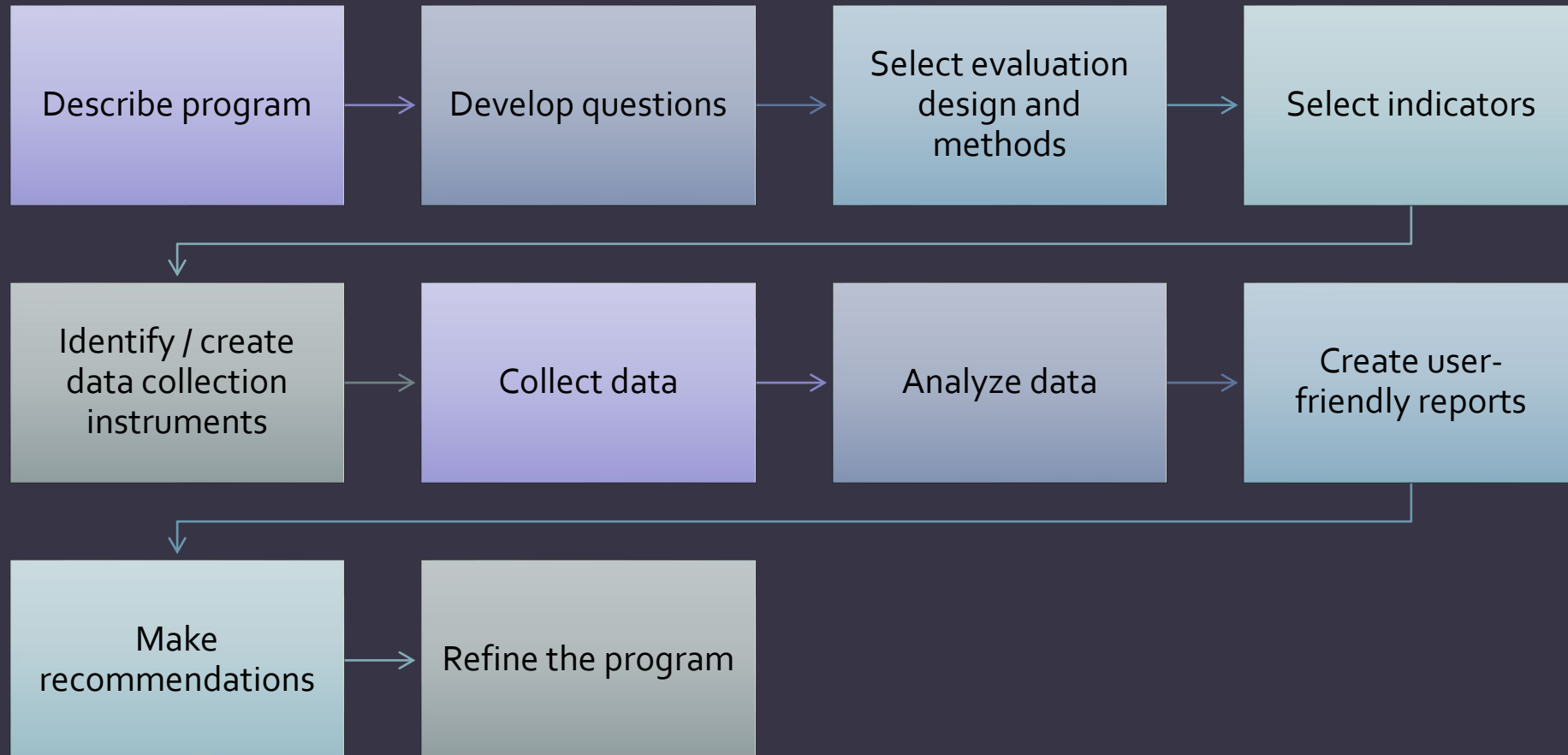
OUTCOME EVALUATION

- Focuses on short-term, intermediate, or long-term outcomes
- Determine whether or not program goals/outcome objectives were met
- To justify the need for further funding
- To ensure that only effective programs are continued

TYPICAL OUTCOME EVALUATION QUESTIONS

- Did program activities lead to the desired change?
- What changes occurred as a result of the program?
- Did the program increase positive behaviors?
- Did the program lead to policy/environmental changes?

STEPS IN AN EVALUATION



DEVELOP QUESTIONS

Questions should be based on:

- Program theory
- Program's goals
- SMART objectives
- Logic model



"need to know"
information



"nice to know"
information

SMART OBJECTIVE & EVALUATION QUESTIONS

Objectives should be:

- Specific
- Measurable
- Achievable
- Realistic
- Time-phased

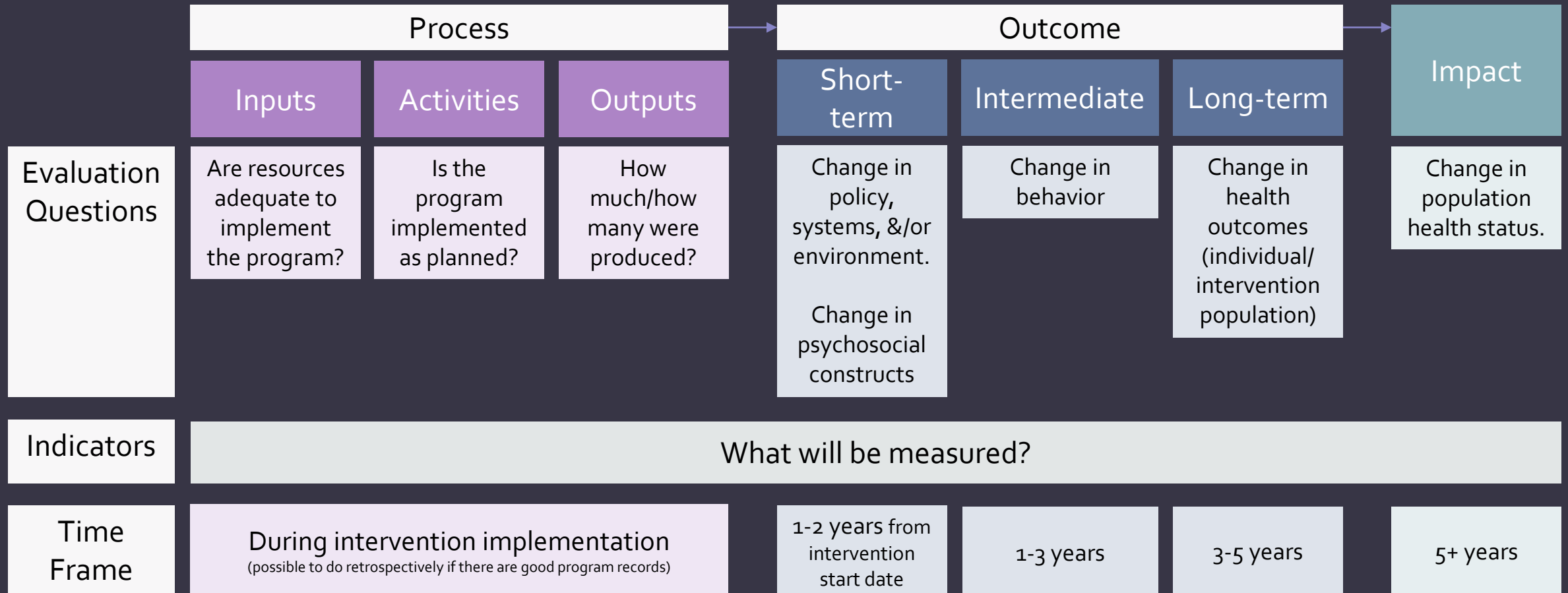
COMPLETENESS OF QUESTIONS

- Evaluation question must answer:
 - Source (cause) of change?
 - Who will change?
 - What will change?
 - When will it change?
 - How will it change and by how much will it change?

EXAMPLE EVALUATION QUESTION

Evaluation Question	After 3 years, did the Rural Health Network program decrease the number of medical transports due to unmanaged chronic conditions by 30% among low-income seniors; Spanish-speaking residents; migrant farm workers; low income populations; and individuals with chronic diseases in the target area?
Source of change?	Rural Health Network Program
Who will change?	Low-income seniors; Spanish-speaking residents; migrant farm workers; low income populations; and individuals with chronic diseases
What will change?	Number of medical transports due to unmanaged chronic conditions
When will it change?	After 3 years
How will it change and by how much?	Reduce the number by 30%

MAPPING EVALUATION QUESTIONS & INDICATORS TO A LOGIC MODEL



PRACTICAL TIPS FOR DESIGNING AND CONDUCTING YOUR EVALUATION

- **Include evaluators as integral part of the project team**
 - They can really help you think through program implementation plans and potential pitfalls.
 - They can also act as neutral parties as you have multiple and diverse stakeholders with potentially competing priorities.
- **Make sure you can measure your proposed questions and outcomes!!!!**
 - Consider your data collection methods – e.g., qualitative and/or quantitative and how time-consuming and expensive each will be. Qualitative data provides more detailed and nuanced data, but it is time-consuming to collect and analyze.
- **Collect data early and regularly to help you identify issues with program implementation and course correct.**
 - Develop your data collection instruments early so you can **systematically** collect and review your data.

Kara Riehman, PhD
KSR Consulting, LLC

Kara.Riehman@gmail.com