IMPORTANCE OF EVALUATION
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EVALUATION QUOTES:
What gets measured gets done.
If you don't measure results, you can't tell success from failure.
If you can't see success, you can't reward it.
If you can't reward success, you're probably rewarding failure.
If you can't see success, you can't learn from it.
If you can't recognize failure, you can't correct it.
If you can't demonstrate results, you can't get the support you need to make a difference.

Adapted from Reinventing Government, David Osborne and Ted Gaebler, 1993
PROGRAM EVALUATION

Program Evaluation is defined as the systematic application of scientific methods to assess the design, implementation, improvement or outcomes of a program (Rossi & Freeman, 1993; Short, Hennessy, & Campbell, 1996)

Kim’s Definition: Carefully collecting information about your program activities to understand and improve your program and completely ‘tell the story’ of your work.

WHY IS THIS IMPORTANT?

Measure Program Performance/Effectiveness
Document Program Accomplishments/Impacts
Empower Staff, Clients, and the Community
Understand Program Processes
Improve Program Implementation
Improve Program Effectiveness
Ensure Funding and Sustainability
EXPERIENCE WITH EVALUATION

How many people have had **ANY** experience with program evaluation?

- What was it like?
- What types of data are you required to collect (or help collect)?
- Were you able to review the evaluation findings?
- Did it result in programmatic changes?
- Did you feel this was a useful process?

IDEAL EVALUATION PROCESS

CDC Framework for Program Evaluation:

- **Engage Stakeholders**
- Describe the Program – Develop a Logic Model
- Focus the Evaluation Design
- Gather Credible Evidence
- Justify Conclusions
- Ensure Use and Share Lessons Learned

Adapted from Community Toolbox (ctb.ku.edu/en/evaluating-initiative)
ENGAGE STAKEHOLDERS

Identify and engage key organizations or people that have something to gain or lose from the evaluation

• Those involved in operating the program or initiative
• Groups served or affected by program or initiative
• Intended users of the evaluation

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DEVELOP A LOGIC MODEL

Outline the:
• Purpose or mission or your program/services
• Context or conditions you are addressing
• Resources and barriers to program
• Activities and interventions
• Outputs
• Intended effects or outcomes

LOGIC MODEL EXAMPLE
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FOCUS THE EVALUATION

What do you want to know? Do you want to:

- Understand which activities work
- Improve how activities get done
- Determine whether short-term and long-term goals were met

TYPES OF EVALUATION

Process Evaluation/Performance Monitoring
- Accurately reflect initiatives to stakeholders
- Understand whether activities/initiatives are happening as planned
- Address inefficiencies in initiative rollout

Outcome Evaluation
- Understand changes in knowledge, attitudes and behaviors as a result of initiative
- Measure short and long term benefits of initiative

Impact Evaluation
- Understand long term, sustained changes as a result of initiative
- Identify effects community/participants would miss out on without initiative
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GATHER CREDIBLE EVIDENCE

Now that you have determined WHAT you want to know…
Then you must determine:
- **DO** you want to set benchmarks
- **HOW** you can get this information, ensuring data
  - Integrity
  - Accuracy
  - Sensitivity
WHAT CAN YOU BEGIN TO COLLECT

Document, Document, Document

If you have no record of it, it didn’t happen

Quantitative Data
  • Information that can be counted
    • Number of meetings
    • Attendance records
    • Surveys about initiative impact and satisfaction
    • Publically available data

Qualitative Data
  • Description of community experience
    • Written testimonials
    • Interviews/focus groups with stakeholders

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JUSTIFY CONCLUSIONS

What does the data tell you?
- Analyze the Data
- Interpret the Data
- Draw Conclusions from the data

Strongly engage stakeholders in this process to ensure the findings’
- Meaningfulness
- Credibility
- Acceptance

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ENSURE USE AND SHARE LESSONS LEARNED

This step is often missed

Determine your audiences

Use identified challenges internally to improve the initiative

Share findings with the larger stakeholder group to promote continued engagement

Tout programmatic successes to seek additional partners and funding

WHAT CAN YOU BEGINNING MEASURING TODAY

Community Education and Outreach

• # of activities
• # reached at each activity
• Demographics of population reached through each activity (estimated)
• Short Impact Survey
• Interview/Focus Groups with participants or partners on efficacy
WHAT YOU CAN BEGIN MEASURING TODAY

Educating Childcare Providers on Infant Feeding Strategies

• # of child care providers contacted
• # of child care providers receptive to instruction
• Types of activities conducted (overall)
• Types of activities conducted with each provider
• Follow up survey/interview with child care provider on knowledge, attitudes and behavior
• Follow up survey/interview with parents

WHAT YOU CAN BEGIN MEASURING TODAY

Supporting Hospitals Achieve Baby Friendly Designation

• # of hospitals contacted
• # of hospitals receptive to support
• Types of support provided (overall)
• Types of support provided to each site
• Demographics of women who deliver at each hospital
• Did hospital become baby friendly?
• Interviews/Surveys with hospital staff on utility of services
MOVING FORWARD

Breastfeeding Support Provider Needs Assessment Survey:

- Unsure of what the evaluation capacity is among breastfeeding support providers
- Ensure all providers CAN conduct evaluation if they so choose
- Collaborating with Colleagues in Wisconsin to assess evaluation needs of breastfeeding support providers within the US
- Would you be willing to review our survey and provide feedback

EVALUATION RESOURCES

- CDC Framework for Program Evaluation
- Colorado Breastfeeding Logic Model for Community Based Change
- Community Toolbox
  - http://ctb.ku.edu
- CYFERNetSearch (Logic Model Builder)
  - https://cyfernetsearch.org
  - https://cyfernetsearch.org/tools/LogicModel/Build
- W.K. Kellogg Foundation Logic Model Development Guide
QUESTIONS