

Evaluation: Painless, Practical, and Worth the Effort!

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Why did you pick this session?

What interests you about evaluation?



Which describes you?



Evaluation is **part of my job**

I have done evaluation, but **want to know more**

I have **never done evaluation** before

I am good at evaluation, but am **short on time**

Have you ever...



Been on a grant project where evaluation was required?

Developed a survey?

Conducted a focus group interview?

Written up evaluation results for a report?

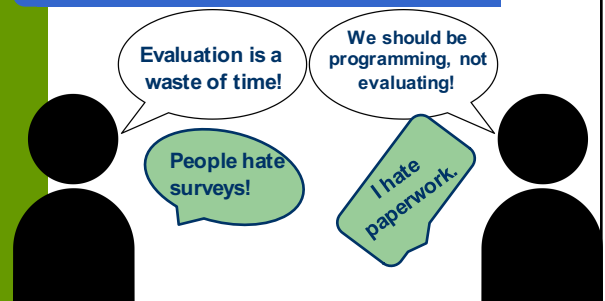
Introductions



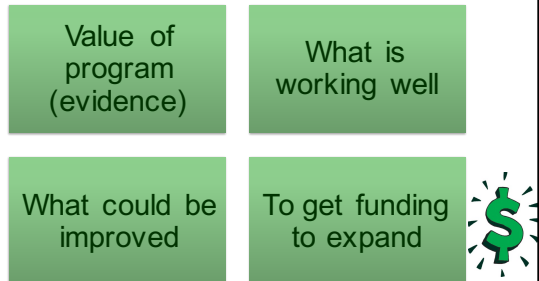
1. Your name
2. What does your program evaluate (now)?
OR
What should your program be evaluating?



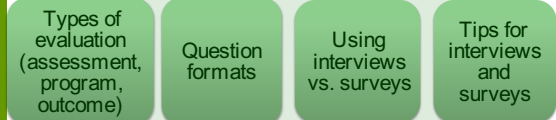
Opinions about evaluation...



Evaluation tells you about:



This session will help you understand:



1: Needs Assessment Evaluation helps you understand...

- What participants already know/do?
- What they still need/want to know/do?
- What barriers they face?
- What motivates them?

More reasons to do needs assessment evaluation...

- Identify types of programs/services valued
- Identify location, times, frequency to offer classes
- Makes a case to decision makers/grant funders about relevance and need
- Helps participants feel included in decision making

Needs assessment evaluation Ex: Exercise Class for Seniors

- What **barriers** do you face to get exercise?
- Are you **interested** in an exercise class for seniors?
- How many **minutes** should each class be? ____
- What **time of day** is best for you to come to a class like this (morning, afternoon, evening)
- What **day of the week** is best for you?
- What would **motivate** you to attend?

Needs assessment timing:

- **Before** starting a new program
- **At the beginning** of a class/program
 - To ensure material is relevant
- **At the end** of a class/program
 - to prepare for the next session
 - to gauge interest in future programs



Please share...

How *have* you done needs assessment evaluation?

How *could* you do needs assessment evaluation?



2. Program Evaluation

Did they like the program?

Did they learn from it? Was it useful?

How can it be improved?

Did they like it?

What did you like best about this class?

The best part of this class was _____

Circle class activities you like most:

Did you like the class? (a lot, a little, not much)

On a scale of 1 (didn't like at all) to 10 (loved it), how much did you like this class?

Did they learn from it?

What is 1 new thing you learned from the class?

Something new I learned from this class is _____.

Circle topic(s) you learned most about:

How much did you learn? (a lot, a little, not much)

On a scale of 1 (not at all) to 10 (10=tremendous,) how useful was this class?

How can we improve?

Was any part of this class boring?

What part of this class should we drop?

What is 1 way to make this class better?

What would you change about the class?

What suggestions do you have to improve?

The best part was __, the worst part was __.

Think and write...

What do you want, or need, to know about your program?

Task: Create two questions to ask your participants, either verbally, or on a survey.

Reminder: Did they enjoy? Did they learn? Was it helpful? How could it be improved?



3. Outcome Evaluation

- Did the program meet its objectives
- Objective strategies
 1. Knowledge
 2. Awareness
 3. Behavior

Did PA behavior change?

Are you **more active** now than before program? (yes, same, no)

How many **times** were you active per week before class? Now?

Are you active for more **minutes** per week now, due to this class?

How many **minutes** per week were you active before class? Now?

Take a minute...

What **outcome** does your program focus on?

Write **one survey item** that will allow you to know if your program met its objective.

Share

Program Outcome

New survey item

When to interview vs. survey

Interview	Survey
<ul style="list-style-type: none">• New projects• Open-ended, you get more info• Answers could lead to new ?• Deeper understanding, fewer participants	<ul style="list-style-type: none">• Stable program• Questions limit answer options• Lots of participants, basic understanding• Easier to interpret and share

Tips (Interviews)

- Limit distractions in the environment
- Clarify your goal for the interview
 - You want to learn from them
 - They are the expert
- Start with "warm-up" questions
- If you get short answers, use prompts
 - Tell me more about that
 - Do you have any example

Creating Interview questions

Word in a way to avoid yes/no responses

How would you describe...

Tell me about...

What are all the ways you benefited from...

What barriers do you face...

Tips (Surveys)

- Make items short; delete extra words
- Use terms they understand
- If pre/post, make conditions similar
- Limit surveys to one page
- Don't assume they can read
- Have same person administer surveys

Survey Items

Can you use a pre-existing survey?

If not, can you adapt pre-existing survey?

When creating your own items...

Tips (General)

Match evaluation to objectives/goals

How will you use evaluation results?

Need to know vs. nice to know

Share value and use with participants

Assure anonymity/confidentiality

Program staff should not administer

Build evaluation into your program



Questions?

Grab a business card or visit our website:

www.healthykidsevaluation.com

