

Chronic Disease Evaluation Series

Lesson 3

Outcome/Process Evaluation

Dr. Virginia Dick, Deputy Epidemiology Director & Chief Evaluator

CSTE

April 16, 2015

2pm – 3pm Eastern



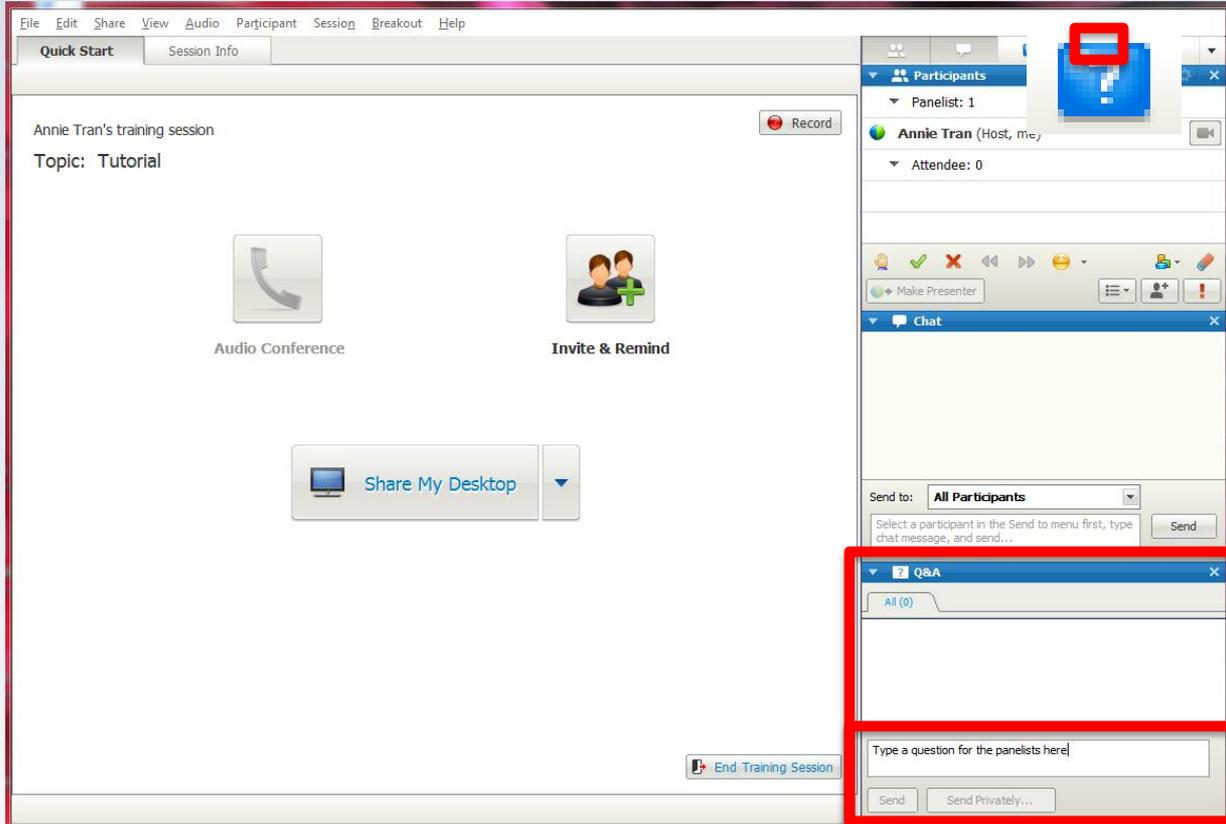
**COUNCIL OF STATE AND
TERRITORIAL EPIDEMIOLOGISTS**

Webinar Housekeeping

- Please note that today's webinar is being **recorded**
 - The presentation slides and recording will be available on the CSTE website in the Webinar Library (<http://www.cste.org/?page=WebinarLibrary>)
- All phone lines have been placed on **mute**.
 - To hear the audio, Dial in number: **877-668-4490**; Access code: **797 214 704**
- After the speakers' remarks, there will be a question-and-answer period
 - To ask a question, please use the **Q&A box** on the **right side of your screen**
- When the webinar ends, you will be redirected to an evaluation
 - Please complete the evaluation!

To Ask a Question

- Open the Q&A box on the right side panel on your screen
- Type a question
- Send it to All Panelists
- Questions will be answered during the Q&A period



Discussion Boards

- Discussion board
 - <http://cste.freeforums.net/>
 - Create account
 - References, Resources, Discussions
- Purpose of the series
 - Provide a BROAD overview of evaluation

Monitoring and evaluation - it's not just something you do to please the donor...

it's an integral part of the project!



Julie

Lesson 2 Overview

- **Process Evaluation**
 - Types of questions
 - Timing of the evaluation
 - Relevant types of data
 - Most appropriate data analysis
- **Outcome Evaluation**
 - Types of questions
 - Timing of the evaluation
 - Relevant types of data
 - Most appropriate data analysis

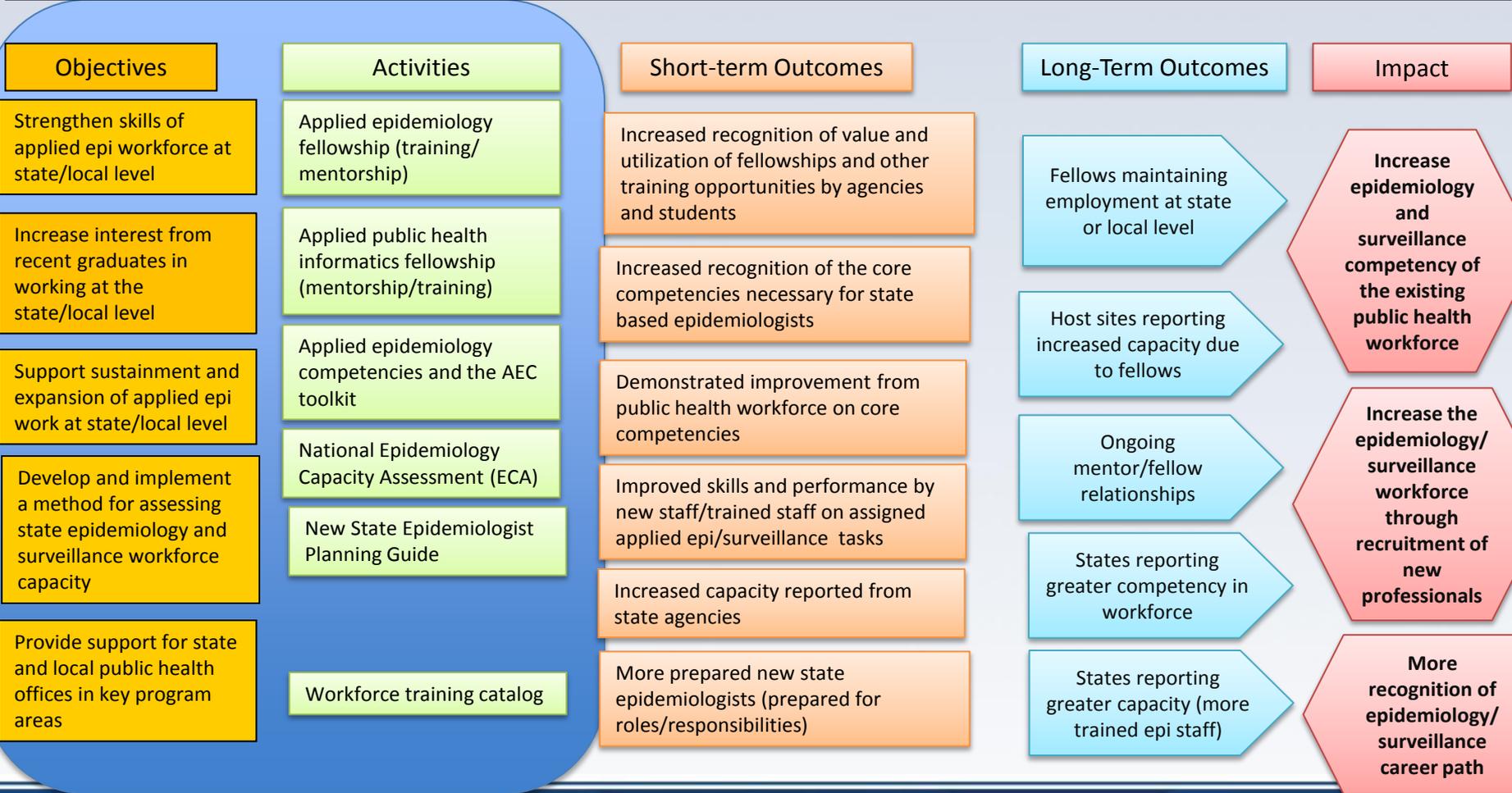
Poll

What is the difference between process and outcome evaluations?

Workforce Programmatic Logic Model

Program Areas

- Applied Epidemiology Fellowship
- Workforce Training Catalog
- Applied Public Health Informatics Fellowship
- Epidemiology Capacity Assessment (ECA)
- Trainings and Resources
- New State Epidemiologists Orientation



Process Evaluation

- Understand the how the program/strategy was implemented and impact was (or was not) achieved
- Why is it important?
 - Answers the WHY something worked or did not work as anticipated
 - Planning/revising information to improve outcomes
 - Program replication
 - Understanding ‘true costs’ of program
 - Crucial part of logic model

Process Evaluation

When to implement a process evaluation?

- As soon as possible
- Throughout the program/strategy implementation

Target stakeholders

- Program implementers/staff
- Program planners
- Funders

Process Evaluation

Types of questions

- Was the program/strategy implemented as planned?
- What challenges arose and how were they overcome?
- Did the program/strategy reach the target population?
- Did the program/strategy have the support/resources needed?
- What were the attitudes/experiences of the program implementers/staff?
- Who was served? How many?

Poll

What is one question that you would want to include in your specific process evaluation?

Process Evaluation

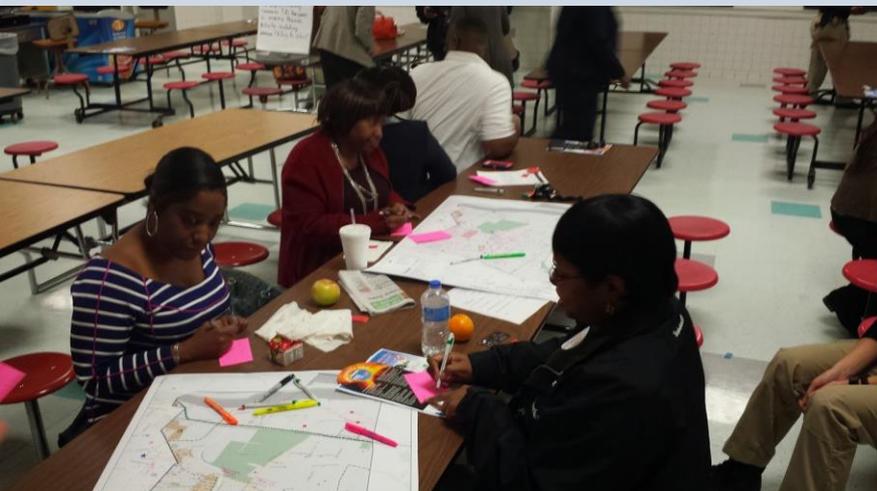
Types of data

- Program planning documents
- Attendance records/participation documentation
- Meeting minutes
- Observational data of program teaching
- Financial records
- Community/needs assessment data (demographics, survey data)
- Staff interviews

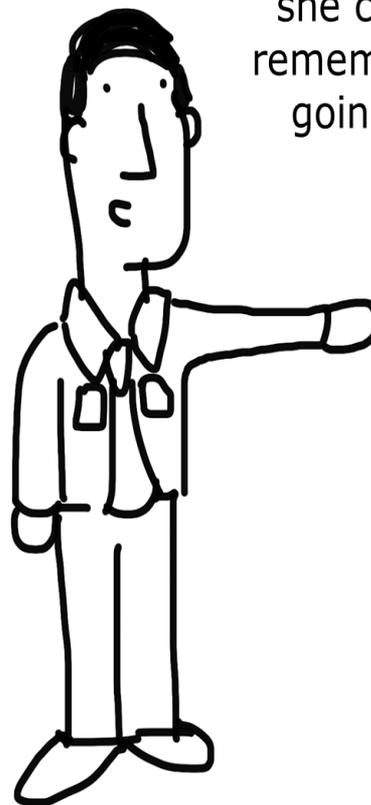
Process Evaluation

Appropriate data analysis

- Qualitative analysis of themes and gaps
- Matrix development of planned activities and implemented activities
- Network analysis
- Basic descriptive statistics
- Potentially group comparisons regarding participation levels

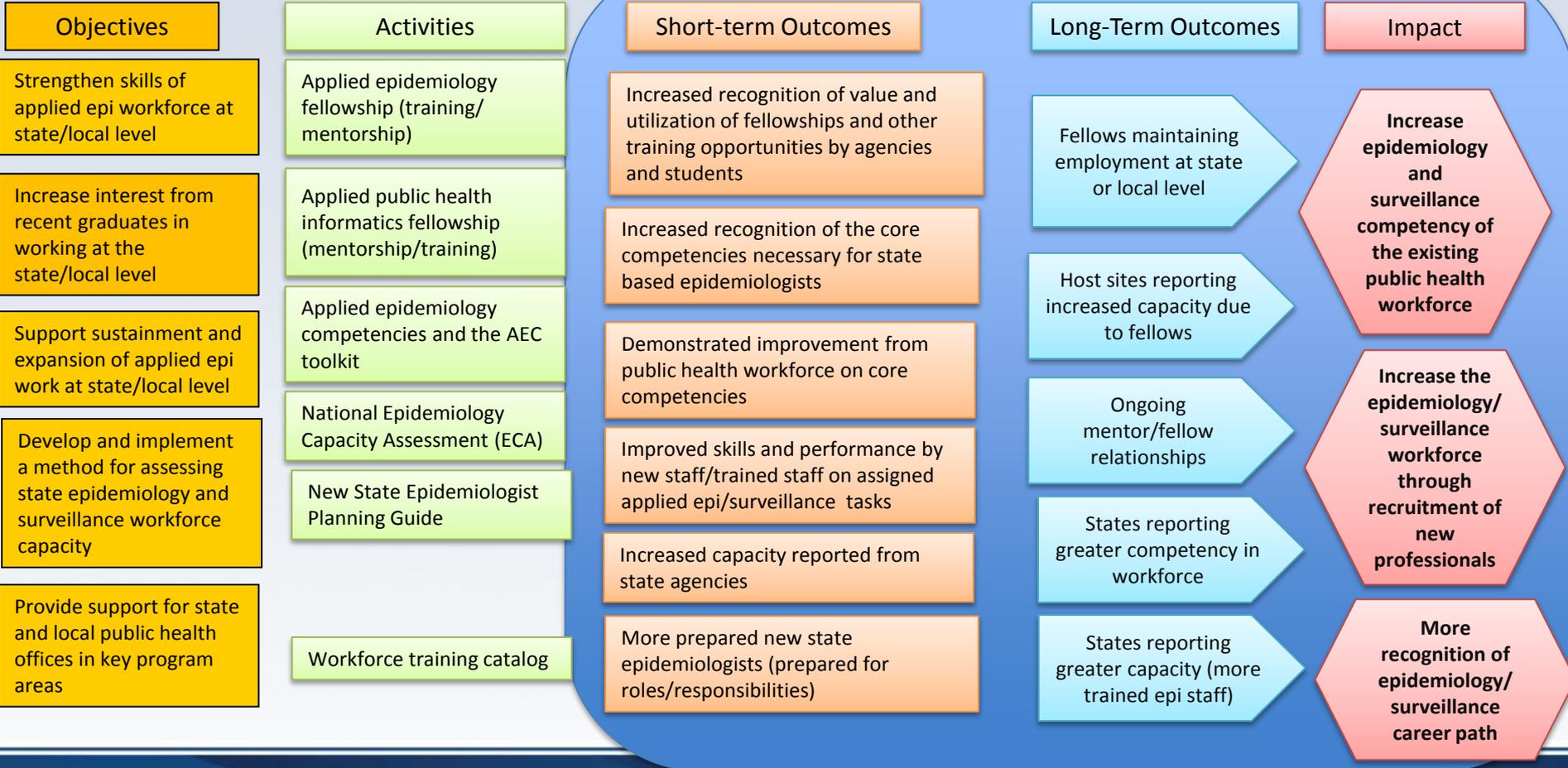


This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.



freshspectrum.com

Workforce Programmatic Logic Model



Outcome Evaluation

Provides an assessment of the effectiveness of the program/strategy in producing change

Why is it important?

- **Answers the questions about whether the program had intended impacts**
- **Were there differences in impacts by key characteristics**

Outcome Evaluation

When to implement an outcome evaluation?

- **Begin with baseline data collection as early as possible**
- **Track data throughout implementation**
- **Often continue after program/strategy completed**

Target stakeholders

- **Program implementers/staff**
- **Participants/target population**
- **Funders**

Outcome Evaluation

Types of questions

- **Did the program/strategy have the intended impact on the target population?**
- **Was the program/strategy more successful with certain groups than with others?**
- **What aspects of the program had the greatest impact?**
- **Did the level of participation affect the impact of the program/strategy on participants?**

Poll

What is one question that you would want to include in your specific outcome evaluation?

Outcome Evaluation

Relevant types of data

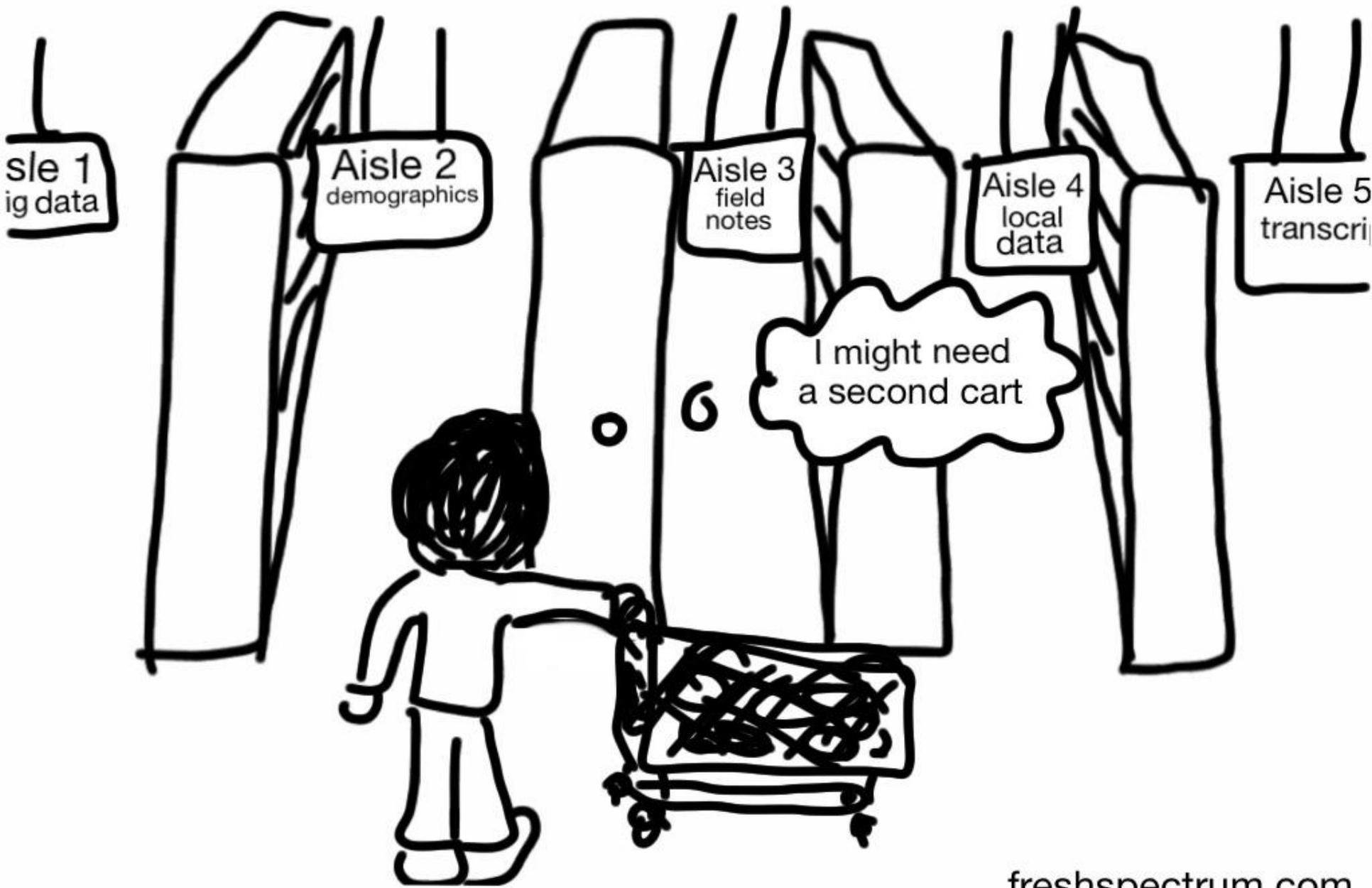
- Surveillance data
- Program participation data
- Individual survey data
- Interview/focus group data
- Program/target audience participant characteristics
- Observation data
- Policy related data/key documents

Outcome Evaluation

Appropriate data analysis

- Qualitative analysis of themes and gaps
- Basic descriptive statistics
- Group comparisons regarding participation levels
- Longitudinal analysis of key identified outcomes over time
- Advanced statistical analysis
- GIS analysis of outcomes by geographic area

Like an evaluator in a data store



Relationship between Process and Outcome

- **Review with logic model – Regular tracking of activities, adjustments as necessary**
- **Compare outcome and process data to explain key findings or particular trends that are identified**
- **Utilize both outcome findings and process findings to identify recommendations for replication and for improvement**

Poll

How would you integrate your process and outcome evaluation components?

Next Steps – Future discussions

Preparing the most useful reports

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted” -- Albert Einstein

Additional Resources

Discussion Board - <http://cste.freeforums.net/>

- Relevant references and resources
- Discussion questions for group engagement between webinars
- Submission of 'assignments' for feedback/group discussion

Selected References

BetterEvaluation: Sharing information to improve evaluation. Online – betterevaluation.org

SAMHSA Prevention Training and Technical Assistance. Online - <http://captus.samhsa.gov/access-resources/using-process-evaluation-monitor-program-implementation>

Bamberger, M., Rugh, J., & Mabry, L. (2006). RealWorld Evaluation. Sage Publications, Thousand Oaks, CA.

Patton, M.Q. Utilization Focused Evaluation. (2008). Sage Publications.

Thank you for participating in today's call!

Please complete the evaluation for this
webinar at

https://www.research.net/s/CDEval_Lesson1