

# Program Evaluation 101: Who, What, Why, When & How

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# Overview

1. Who
2. What
  - History
  - Definitions
3. Why & When
4. How
  - CDC Model
  - Evaluation Standards
5. Bonus – References

# Who

Who is Jill Rushing?



Who are you?

# What - History of Program Evaluation

- Lewis and Clark
- Increase in Social Program
- Era of Accountability

# What – Definitions of Evaluation

# Why & When to Conduct Program Evaluation

- Conduct formative (or process evaluations) **during implementation** in order to **improve programs**
- Conduct summative (or outcome evaluations) at the **end of implementation** in order to **making judgments about the program**

# How - CDC Model



# How - CDC Model (in reality)





# How – CDC Model - Continued

**Engage stakeholders**, including those involved in program operations; those served or affected by the program; and primary users of the evaluation.

**Describe the program**, including the need, expected effects, activities, resources, stage, context and **logic model**.

# How – CDC Model – Continued

Typical reaction to the phrase “Logic Model”



# How – CDC Model - Continued

## Logic Models

- But... it's not that bad.
- It's a way for you to really think through your program.
- Graphic, systematic presentation of the relationships among the:
  - resources you plan to invest,
  - activities you plan to implement,
  - “products” you plan to create; and
  - changes or results you hope to achieve

# How – CDC Model - Continued

## Logic Models



# How – CDC Model - Continued

## Logic Models

**INSERT IMAGE OF COMPLETE LOGIC MODEL FOR INJURY PROGRAM**

# How – CDC Model - Continued

**Focus the evaluation** design to assess the issues of greatest concern to stakeholders while using time and resources as efficiently as possible. Consider the purpose, users, uses, questions, methods and agreements.

**Gather credible evidence** to strengthen evaluation judgments and the recommendations that follow. These aspects of evidence gathering typically affect perceptions of credibility: indicators, sources, quality, quantity and logistics.

**Justify conclusions** by linking them to the evidence gathered and judging them against agreed-upon values or standards set by the stakeholders. Justify conclusions on the basis of evidence using these five elements: standards, analysis/synthesis, interpretation, judgment and recommendations.

**Ensure use and share lessons learned** with these steps: design, preparation, feedback, follow-up and dissemination.

# How - Evaluation Standards

- Utility
- Feasibility
- Propriety
- Accuracy

# Bonus - Resources

- Rossi, Lipsey & Freeman (2004) Evaluation: A Systematic Approach
- Michael Quinn Patton (2008) Utilization-Focused Evaluation
- American Evaluators Association – <http://www.eval.org/>
- CDC



# Thank You, Fellow Evaluators!

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