



# PROGRAM EVALUATION



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## Objectives

- Participants will increase their knowledge of how evaluation fits into their program planning.
- Participants will be able to identify the steps for evaluating a program.

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# Introduction

- Evaluation is the process of finding out if your program worked.
- Evaluation provides practical information for improving your program.

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Evaluation answers the following questions:

**Did we do what we said we would do?**

**What did we learn about what worked and what did not work?**

**What could we do differently?**



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## Evaluation and Program Planning

- go hand in hand
- have the same goals and objectives
- have program activities that link to the objectives which link to the goals
- be an ongoing process whereby the evaluation feeds back into the program

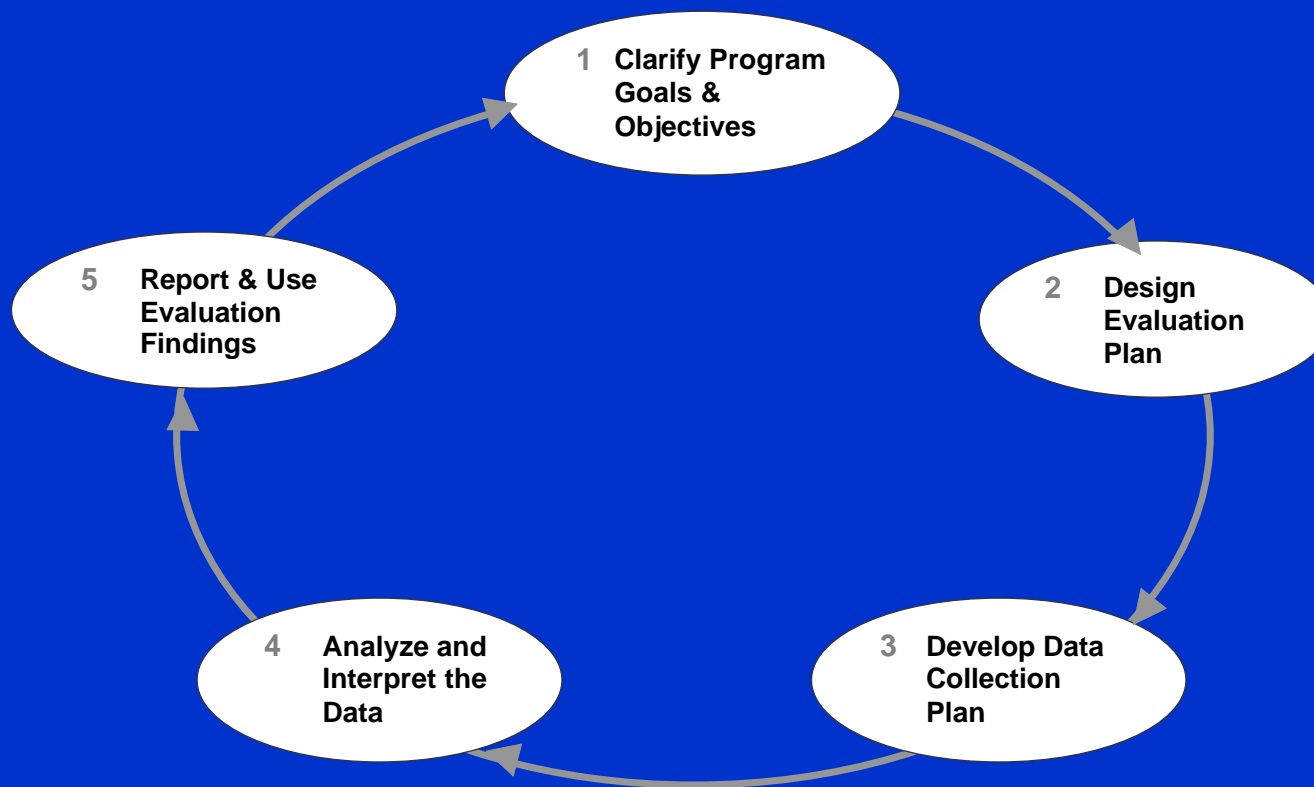
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## Two Types of Evaluation

- **Process**
  - Monitors how a program is carried out.
  - Tells us why a program worked or did not work
- **Outcome**
  - Shows if the program is working.
  - Tells us how well the program reached its objectives.



# Five Step Evaluation Model



# Step 1: Clarify Program Goals & Objectives

What is a goal?

- General statement about what you want your program to accomplish.

Example:

*The health of seniors in British Columbia will be improved by reducing the number of unintentional falls they experience.*

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## Step 1 (cont.)

What is an objective?

The specific, measurable change the program is designed to accomplish.

*Example: The balance of 75 % of the seniors participating in a falls prevention exercise program will increase 10 points on the Berg Balance Scale by the end of the program.*

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Objectives should be ***SMART***.

**S**pecific

**M**easurable

**A**ction-oriented

**R**ealistic

**T**ime-limited

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## Step 2: Design Evaluation Plan

- Who is your target audience?
- What activities will you do?
- What is the timeline for your evaluation?
- What resources do you have available?

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## Step 3: Develop a Data Collection Plan

- What data needs to be collected?
  - Demographic
  - Process
  - Outcome

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## Methods of Data Collection:

1. Quantitative

2. Qualitative

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## Quantitative Methods:

- **Surveys**
- **Counting systems**
- **Record review**

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## Qualitative Methods:

- **focus groups**
- **personal interviews**
- **observations**
- **case studies**

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Ask the following questions:

- **Who will collect the data?**
- **When will the data be collected?**
- **Where will you collect it?**

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## Step 4: Analyze & Interpret Data

- Prepare the data for analysis
- Analyze the data
- Interpret the Results

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## Step 5: Use & Report Your Findings

- Who is your audience?
- What is the purpose of the evaluation report?
- How can you present your report?
- What do you do now?