

Evaluation Planning Webinar

Community Epidemiology and Program Evaluation Group (CEPEG)

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Topics in this webinar

1. What is evaluation, and what is it not?
2. Evaluation expectations and deadlines
3. Evaluation TA
4. EvaluationCO.org module



Ice Breaker

- Please use the chat feature to share your **name, county/ organization** and something you either **love or hate about evaluations**.
- Please use the chat feature throughout the webinar to ask questions.



1. What is evaluation, and what is it not?



Why is Evaluation Important? We evaluate...

- **To gain insight** about a project or program and its operations – to find out what works and what doesn't
- **To improve practice** – modify or adapt practice to enhance the success of activities
- **To assess effects** – how well are we meeting objectives and goals? How does the project benefit the community? Can we provide evidence of program effectiveness?
- **To build capacity** – increase funding, enhance staff skills, strengthen our accountability



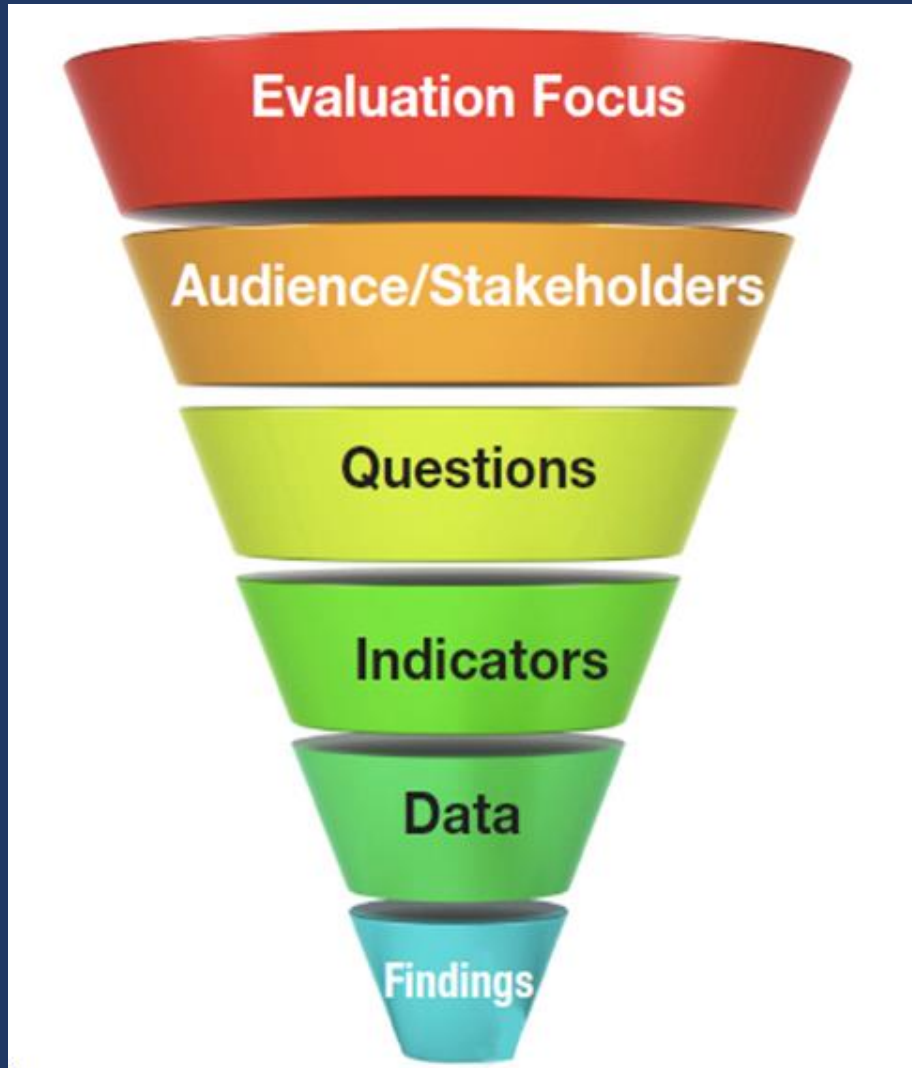
Evaluation vs. Contract Monitoring

- **Contract monitoring:** the process of ensuring that the grantee adequately fulfills its contracted obligation
 - *Examples: Quarterly Progress Report (QPR), other data submitted quarterly or annually to STEPP*
- **Evaluation:** process of assessing the success of your project in a way that is useful for you and the future of your work



Six Steps to Evaluation Success

- Know your evaluation focus
- Identify stakeholders
- Choose evaluation question(s)
- Select indicators of change
- Identify data needs & collection methods
- Determine how to use your findings



Know Your Evaluation Focus

Types of evaluation

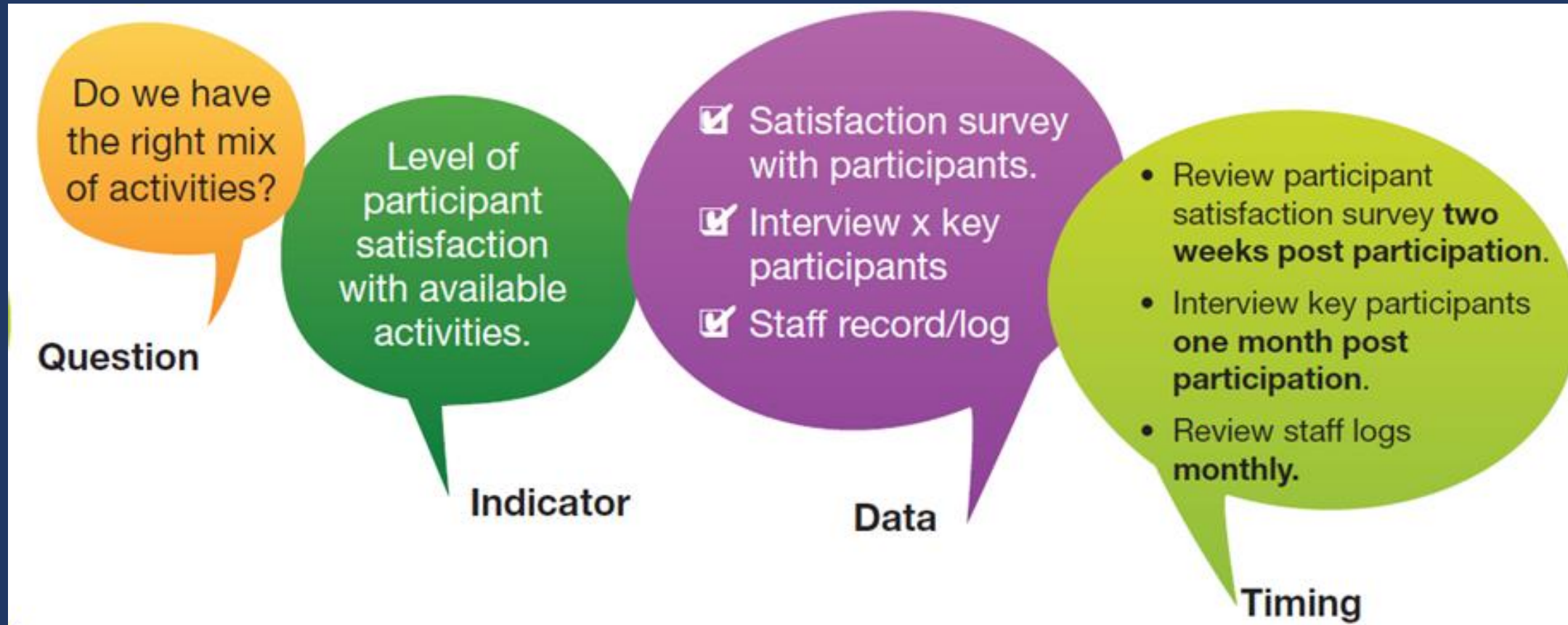
- Formative
 - **Process**
 - **Outcome**
 - Impact
- 
- Process**
- Outcome**

- Focuses on program implementation and management
- Allows for program changes and improvements
- One question to ask: “What problems did we encounter delivering the project?”

- Measures project results and effectiveness
- Usually requires a comparison between pre-program (baseline) and post-program group
- One question to ask: “Was the program more successful in certain settings?”



Process Example



Outcome Example

What is the change in the rate of tobacco retail compliance checks in our community?

Question

Change in the number of compliance checks conducted by the department.

Indicator

Interview key participants

Staff record/log

Data

- Baseline: Interview **before implementation**
- Post: **Six months after** the project is finished.

Timing



2. Evaluation Plan Expectations & Deadlines



General Evaluation Expectations

- Evaluation plans are due to the grantee's POC by **April 30, 2019**.
- An Evaluation Plan outline and guidance documents are available at Tobacco Free CO -> Evaluation and Data page.
- Grantees are encouraged to reach out to CEPEG for evaluation-related feedback and support.
 - Identification of evaluation questions
 - Selection of appropriate indices of change
 - Development or identification of data collection methods and tools, and analytic plans
 - Communication and dissemination strategies
- Additional detail on evaluation expectations and requirements has been provided in the STEPP Newsletter and is available upon request.



Evaluation Expectations for LHA Core Grantees funded *at or below \$50,000*

- Minimally funded grantees are **not required** to create an evaluation plan for foundational activities.
- An evaluation plan is **only required** if a specific **strategy** has been selected.



Evaluation Expectations for LHA Core Grantees funded *above \$50,000*

- Grantees should evaluate, at a minimum, either one (1) foundational activity or one (1) selected strategy.
- Grantees shall submit evaluation planning documents to STEPP by April 30, 2019, including:
 - A project- tailored **evaluation diagram** generated through the EvaluationCO.org module.
 - A **written narrative** providing detail on the evaluation plan, including project description, evaluation questions, activities, data collection methods and tools, and a timeline.
 - A template is available on Tobacco Free CO -> Evaluation and Data page.
- If grantees evaluate Community Mobilization and Education around Price Strategies, they **MUST** base their evaluation plan on the prepopulated Project Theory Diagram provided by STEPP.



Evaluation Expectations for *Competitive, Sole Source, TA Providers & Media Grantees*

- These grantees are required to develop evaluation plans that meet the requirements specified in their SOW and the RFA (if applicable).
- Grantees are encouraged to identify at least two (2) evaluation questions.
- CEPEG will provide feedback and recommendations on grantees' evaluation plans at either a grantee's or STEPP's request, or as specified in a grantee's SOW.



3. Evaluation TA



Evaluation Resources

- Evaluationco.org module
 - Basic evaluation methods and language
 - Project Theory Diagram
 - Project Flow Diagram
 - Evaluation Diagram
- Tobacco Free CO website -> Evaluation and Data page
 - Look here for evaluation and data resources throughout the grant cycle
 - Currently, you will find:
 - Templates for the evaluation plan narrative
 - Good Evaluation Questions Checklist
 - Key Outcome Indicators and Evaluation Questions for different strategies and activities
 - Links for HKCS and other useful data sources



How can CEPEG help with your evaluation?

- **Formal evaluation training through** webinar resources and written guidance
- **Project-specific feedback** on evaluation plans, project theory diagrams, and project flow diagrams
- **Respond** to evaluation questions at any time during the grant cycle
 - Please send evaluation questions, draft diagrams and other supporting materials to EvaluationTA@ucdenver.edu
- **Guidance on plan revisions** throughout the grant cycle in response to process findings, or changes in environment, population, funding, etc.
 - *Please send relevant materials or tools to CEPEG at least one week prior to a scheduled meeting.*



Evaluation TA FAQs

Who should I contact if...	
I can't find the evaluation planning resources I need?	CEPEG
I have questions about the Evaluation CO module?	CEPEG
I would like feedback or assistance with the content of my evaluation plan (questions, data, tools, etc.)?	CEPEG
I'm having trouble with my implementation plan?	First your POC, then the appropriate TA provider if needed. CEPEG is available to give feedback on your implementation plan benchmarks to ensure they are measurable, but POCs manage the implementation plan.
I'd like expert review of my proposed data collection methodology, instrument (survey) or analytic plan?	CEPEG



Quick break for questions!



4. EvaluationCO.org module



EvaluationCO.org

Accessing the module

- Select "Create an online profile to get started" on your first visit to the site.
- Set up your username, password and relevant information.
- Wait for a confirmation email to complete your setup.
- Log in and begin the training module.



HELP

TA CONTACT

PROJECT PLANNING & EVALUATION *for* A35 GRANTEES

Welcome to this online training module that has been designed to help **A35** funded partners to easily and successfully plan and evaluate projects. The module will guide you in a comprehensive 3-step process where you will:

- 1) Describe your project and its foundation
- 2) Organize your project's approach and flow
- 3) Plan your project's process and outcome evaluation.

The primary goal of this module is to build your capacity and skill in project design and evaluation.

[CREATE AN ONLINE PROFILE TO GET STARTED](#)

Already registered?

[LOGIN](#)

What is in the online module?



- Define the problem
- Describe the data
- Provide a rationale for the evidence-based strategies you will use
- Specify the desired results
- Detail how the program works
- Create a visual guide to describe activities and expected results
- Add evaluation focus
- Define stakeholders
- Write questions
- Select indicators
- Describe data
- Develop timeline

www.tobaccofreeco.org/grantee/grantee-resources/community-profile-resources/



Project Theory Diagram

PROJECT PLANNING & EVALUATION FOR A35 GRANTEES



STEP 1: The Project Theory Diagram

STEP 2: The Project Flow Diagram

STEP 3: The Project Evaluation Plan

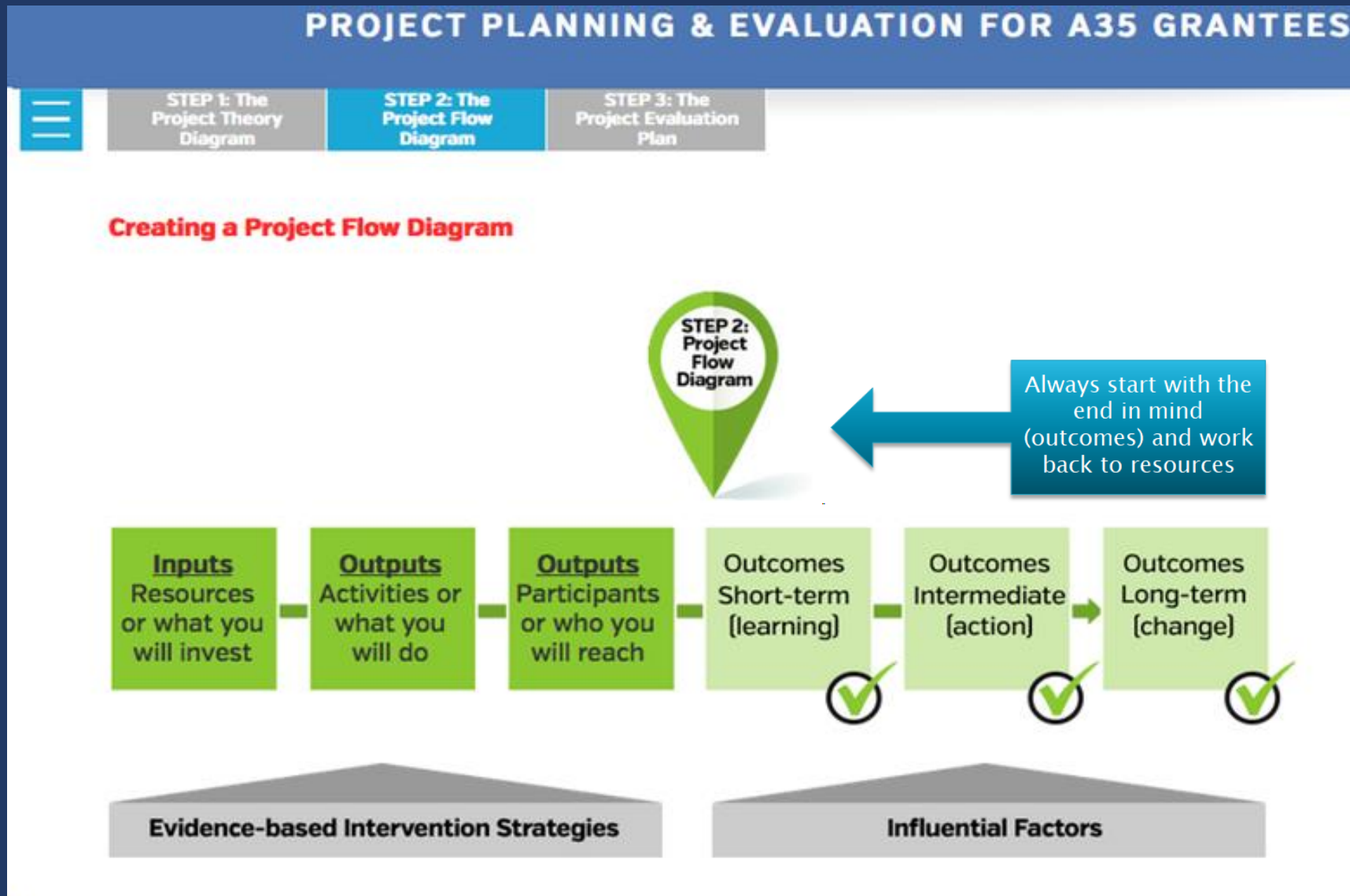
The Project Theory Diagram



Our youth use rates for electronic cigs and hookah are at X%. This is higher than state average of X%. X% of Colorado youth say it is easy to purchase tobacco illegally. The last date for local tobacco retail compliance checks was two years ago [date] and we had five illegal sales.



Project Flow Diagram (aka Logic Model)



Evaluation Plan Diagram

PROJECT PLANNING & EVALUATION FOR A35 GRANTEES



STEP 1: The Project Theory Diagram

STEP 2: The Project Flow Diagram

STEP 3: The Project Evaluation Plan

Creating a Project Evaluation Plan



EvaluationCO.org FAQs

What if...	Try this:
I create an online profile, but don't get a confirmation email to finish creating my profile?	Try checking your spam or junk folder and wait up to an hour – the email may still be on its way.
I can't complete all three diagrams in one sitting?	No problem. Your work is automatically saved as you go. When you log in again, the site will ask if you'd like to pick up where you left off.
Multiple people on my team are working on the diagrams?	Create a team log in and take turns signing in to work on the diagrams.



EvaluationCO.org FAQs

What if...	Try this:
<p>I want to download or print copies of my diagrams to share with my team, STEPP or CEPEG?</p>	<p>There are 3 sections in the module: Project Theory, Project Flow, and Evaluation. On the last page of each section, you will see your completed diagram. There, click "Print" in the lower left corner to download a copy of the diagram. You can then save, print, or share the document as needed.</p>
<p>I want to use my own evaluation question, instead of one of the example questions provided on the module?</p>	<p>Please do this! Grantees are encouraged to use their own evaluation questions. The sample questions are available for grantee use if helpful.</p>



Thank you!

Please contact Olivia Kenney at
EvaluationTA@ucdenver.edu