

Session # 18

Evaluation: The design and conduct of evaluation for an existing project

Deborah J Bowen, PhD, Professor, University of Washington, Dept. of Bioethics and Humanities

Diane Powers, MA / MBA, Co-Director AIMS Center, University of Washington, Dept. Psychiatry & Behavioral Sciences



CFHA Annual Conference
October 17-19, 2019 • Denver, Colorado



Faculty Disclosure

The presenters of this session have NOT had any relevant financial relationships during the past 12 months.

Conference Resources

Slides and handouts shared by our conference presenters are available on the CFHA website at https://www.cfha.net/page/Resources_2019 and on the conference mobile app.



Learning Objectives

At the conclusion of this session, participants will be able to:

- Identify the basic steps of developing an evaluation plan
- Discuss a specific example of an evaluation
- Use the resources provided at the session to design a program of their own choosing

Bibliography / Reference

- Gremboski, D. The practice of health promotion programming, 2001, Sage Publications.
- CDC program evaluation (<https://www.cdc.gov/eval/index.htm>)

Learning Assessment

- A learning assessment is required for CE credit.
- A question and answer period will be conducted at the end of this presentation.



Evaluation

- Becoming part of clinical practice
- Easy to do, quick to conduct
- Evaluation answers the question “did it work?” about a program or intervention



Evaluation steps

- Engage stakeholders
- Create a logic model for your intervention
- Choose design of the study
- Identify measures
- Implement your evaluation methods



Engage stakeholders

- Who shall we engage?
- What will our relationships be like?
- How will stakeholders interact with the evaluation?



Create a logic model for your intervention

- What is a logic model?
- Why is it useful?
- How do you make one?



Elements of a logic model

- **Inputs**
 - What is happening before the intervention
- **Activities**
 - What is the intervention?
- **Outputs**
 - What do people do differently because of the intervention?
- **Outcomes**
 - What events or behaviors change?
- **Context**
 - What is going on outside the setting?



Exercise 1. Review a logic model

- Read activity description provided in session
- Use worksheet to create a logic model
- Compare to one presented in session



Example logic model

- **Inputs**
 - Composition of the clinic, experience with QI
 - Number of staff
- **Activities**
 - Increase contact with patients before visit through phone, visit card
- **Outputs**
 - People remember to come to the visit or reschedule
- **Outcomes**
 - Attendance at visits
 - Reschedule if unable to attend
 - Cost of contacts
- **Context**
 - **Other contacts from the clinical setting**
 - **Difficulties in method of contact**



Choose design that answers key questions

- What are options for evaluation design?
- How do I choose among these designs?



Options for evaluation design

- Post only measurement
- Pre-post measurement
- Active assignment to conditions
- Other?



Elements of evaluation designs

- Overall design
- Sampling
- Recruitment and screening
- Data collection
- Measurement
- Power
- Follow-up



Identify measures to assess what you want to address

- Options include identification of existing measures or creation of tailored measures
- Identification is always easier



Exercise 2. Identify measures

- Break up into small groups of two or three
- Evaluate measures using worksheet for one of the logic models you created
- For each measure indicate the following:
 - Source: Where does the measure come from?
 - Method of administration
 - Method of analyses



Reporting and distribution

- Report to stakeholders
- What about funders, participants, colleagues?
- Involves work but allows review and critique



Conclusions

- You can design an evaluation!
- Prioritizing projects is one hard step
- Finding a colleague might be possible

Session Survey

Use the CFHA mobile app to complete the survey/evaluation for this session.



**Join us next year in Philadelphia,
Pennsylvania! Thank you!**