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IOWA | PRC PREVENTION RESEARCH CENTERS

Putting Public Health Evidence in Action

Evaluating Evidence-Based Interventions

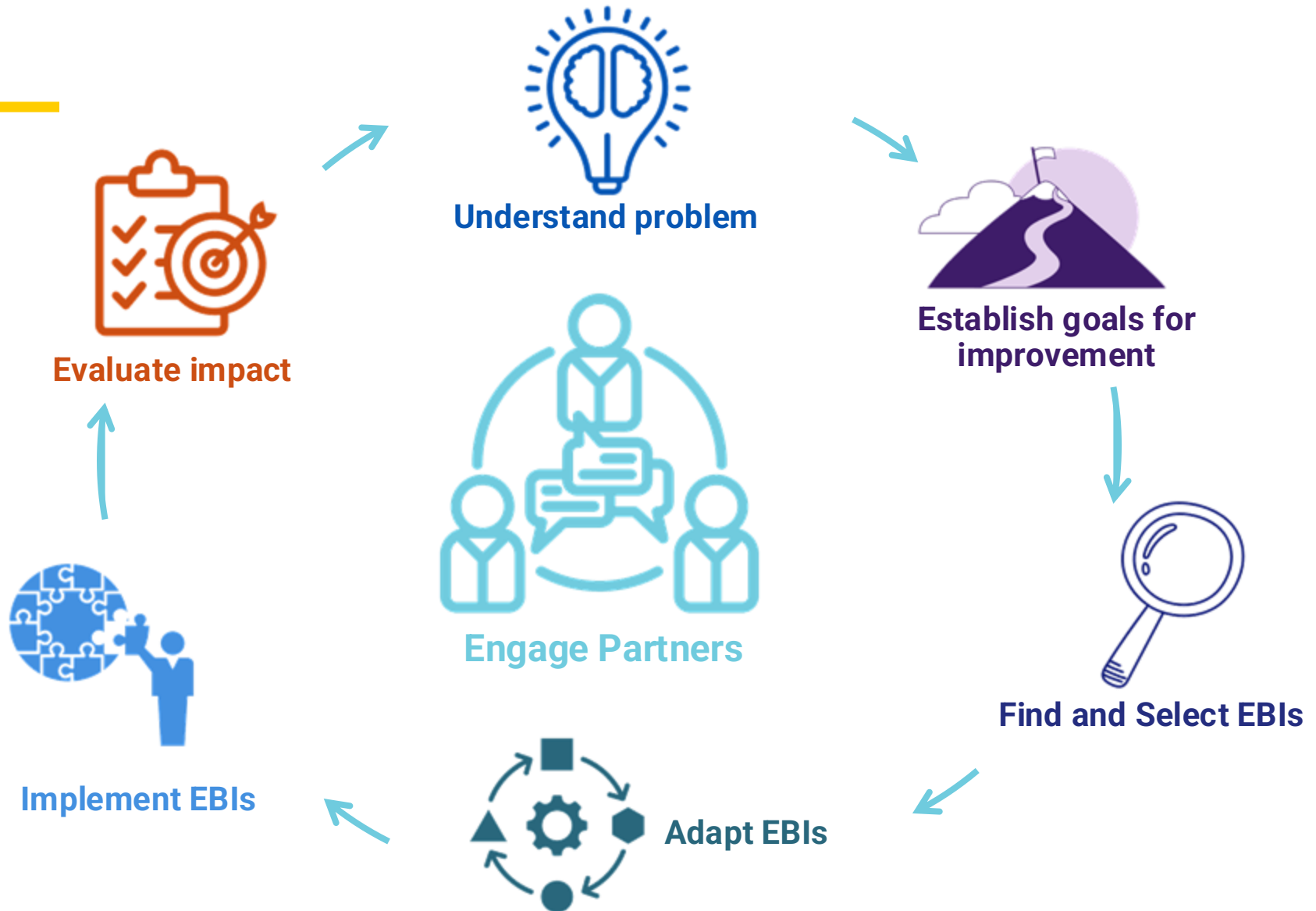# Acknowledgements

- This training is adapted from a training created by The Cancer Prevention and Control Research Network with funding from the Centers for Disease Control and Prevention and the National Cancer Institute.

- The training content builds on the following:
  - National Cancer Institute's Using What Works
    http://cancercontrol.cancer.gov/use_what_works/start.htm
  - Getting to Outcomes
    https://www.rand.org/health/projects/getting-to-outcomes.html
  - Brownson et al. (2017). Evidence-Based Public Health. 3rd ed. New York, NY: Oxford University Press.
  - Institute for Healthcare Improvement's Collaborative Model for Achieving Breakthrough Improvement. www.ihi.org
  - The Centers for Disease Control and Prevention's Principles of Community Engagement

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Framework for the Training

Understand problem

Establish goals for improvement

Evaluate impact

Engage Partners

Find and Select EBIs

Implement EBIs

Adapt EBIs

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Objectives for Module 6

Define different types of evaluation

Explain the difference between process and outcome evaluation

Collect data that helps to improve your program and reach your outcomes

Question

Why should program implementers evaluate their programs?

Why Evaluate?

Keep people excited about your project

Share lessons learned

Guides program improvement

Find reasons to celebrate

Funding requirements

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Ask yourself and partners

What kind of evaluation do you need?

What does your funder require?

What has been established and what needs to be re-examined?

What do you want to know?

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"Standards" of a good evaluation

Findings will be useful

Do-able and feasible

Accurately represent your community

Are legal and ethical

Engage Partners

Benefit from findings

Evaluation expertise

Cultural context

Who might be people you would want to engage in an implementation evaluation?

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Two Types of Evaluation Questions

Process Questions: monitor and document implementation

- Are all activities being implemented as planned?

- Is the intervention feasible and acceptable?

- Are you reaching the right people?
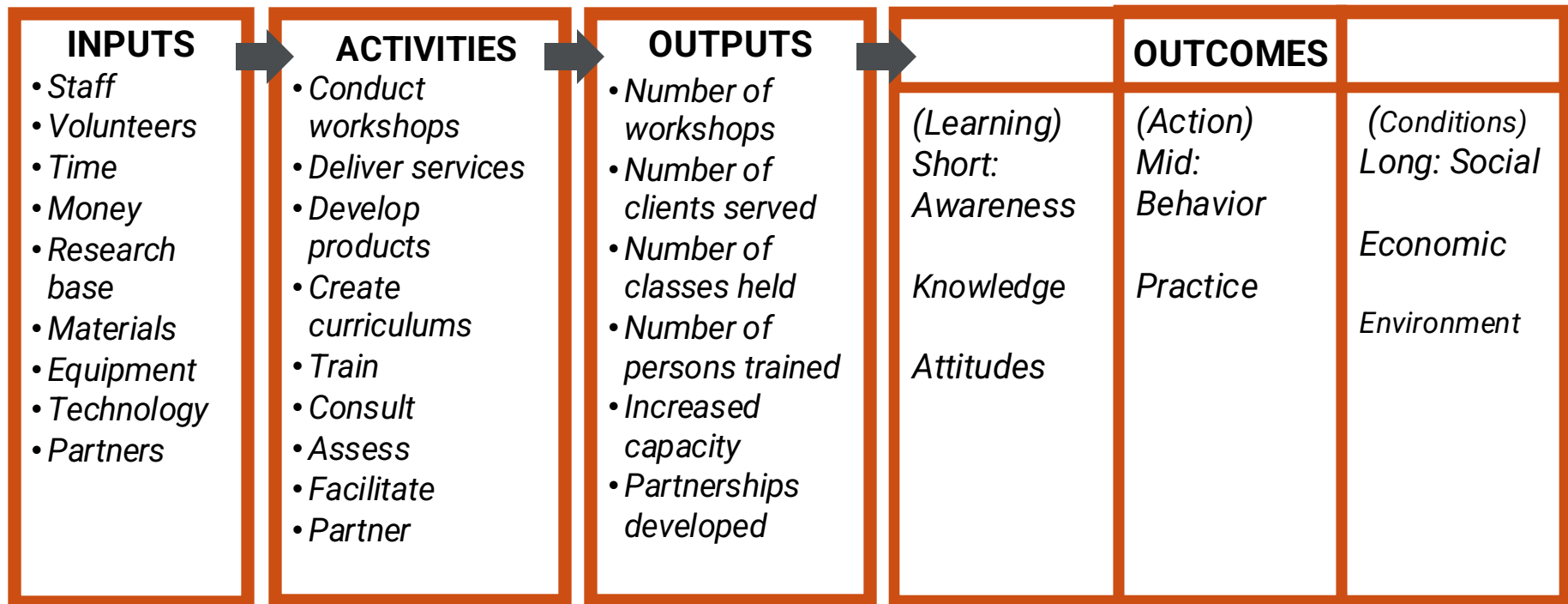
- Are you reaching others?

Outcome Questions: measure short, medium, long-term impact

- Does behavior, knowledge or attitude change?

- Did disparities decrease?

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Planning Your Evaluation: Logic Models

Process Evaluation   **Outcome Evaluation**

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
• *Staff* • *Volunteers* • *Time* • *Money* • *Research base* • *Materials* • *Equipment* • *Technology* • *Partners*	• *Conduct workshops* • *Deliver services* • *Develop products* • *Create curriculums* • *Train* • *Consult* • *Assess* • *Facilitate* • *Partner*	• *Number of workshops* • *Number of clients served* • *Number of classes held* • *Number of persons trained* • *Increased capacity* • *Partnerships developed*	*(Learning)* *Short:* *Awareness* *Knowledge* *Attitudes*	*(Action)* *Mid:* *Behavior* *Practice*	*(Conditions)* *Long: Social* *Economic* *Environment*

Active Ottumwa Logic Model

| Inputs	Activities	Outputs	Outcomes		
			Short Term	**Mid Term**	**Long Term**
-Volunteers (PALs and Ambassadors) -Staff time -Printers, paper, computers -Partnerships in community -Spaces for classes -Equipment for activities	-Train PALs and Ambassadors -Hold physical activity classes -Engage community partners -Market program -Find spaces for Active Ottumwa activities to take place throughout community	-# community members participate in activities -# PALs and Ambassadors trained -# of classes lead -# of community partners and involved organizations -# of locations with an activity	Community knowledge and beliefs about physical activity	Increased physical activity levels in the Ottumwa community	Increased number of adults reaching the guidelines for physical activity

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When Developing Your Questions

Look at your:

- Goals

- Logic Model

- Implementation Plan

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RE-AIM and Evaluation
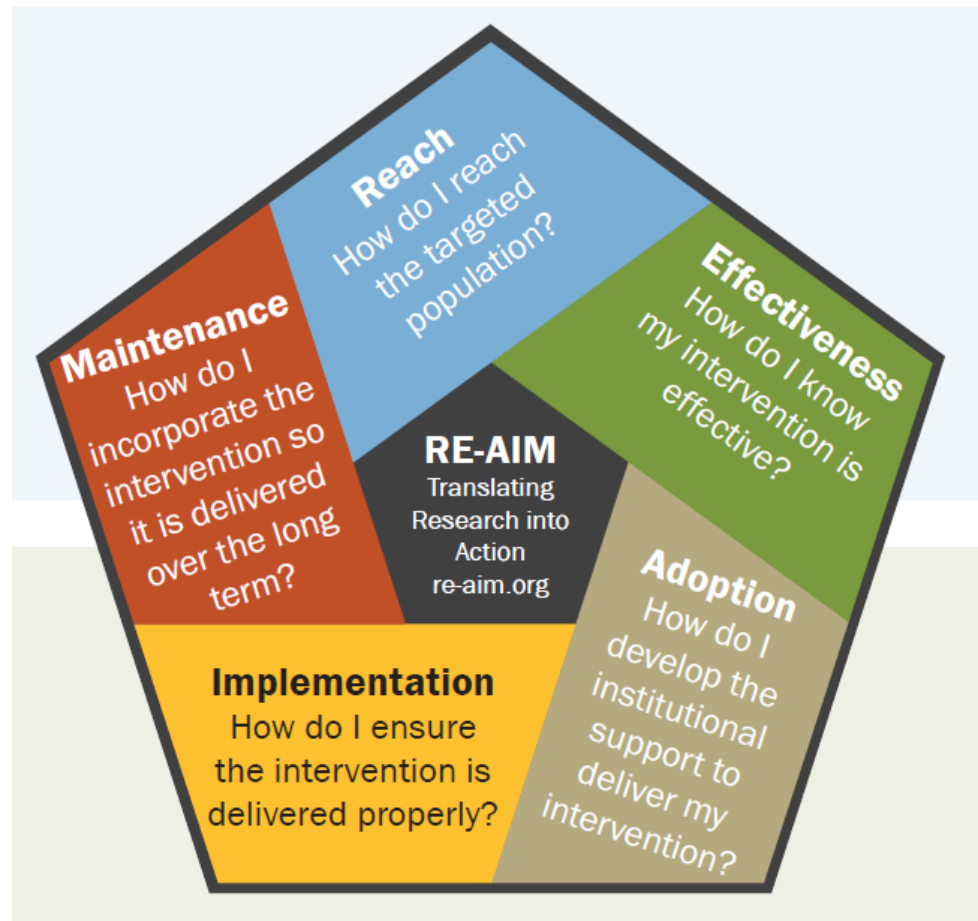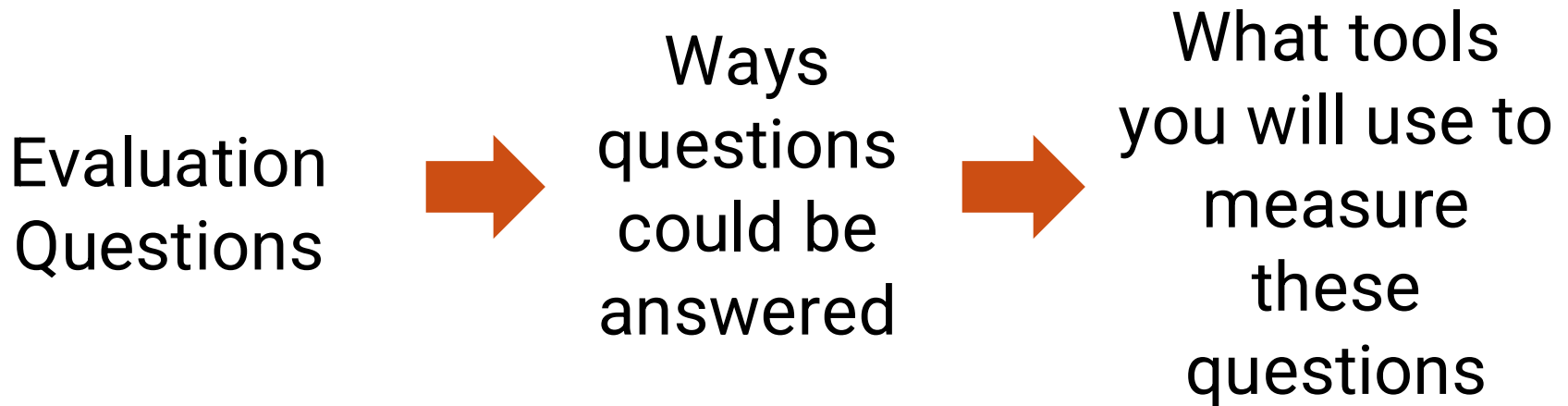
RE-AIM with Active Ottumwa

Construct	Definition	Active Ottumwa Measure
Reach	Number of people reached	Number of people who attend an activity
Effectiveness	Measure of effects	Measurement of physical activity levels of Ottumwa adults
Adoption	Number/percentage of setting participating	Number of joint use agreements
Implementation	How well followed the protocols of previous EBI	Completion of activity checklist Cost of program Changes made (adaptations) and why
Maintenance	Individuals continue the behavior; change is maintained	People return to activities over time

Answering your questions

Evaluation Questions ➡ Ways questions could be answered ➡ What tools you will use to measure these questions

Steps for answering your questions

Look for existing data

Look for existing data collection tools

Come up with a plan for collecting data

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How could you answer this question?

What percent of Ottumwa residents participated in an Active Ottumwa activity?

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How could you answer this question?

What barriers do participants face to participating in Active Ottumwa activities?

Tracking Logs

Sign-In Sheet

PAL Name: _____

Activity: _____

Date: _____

Time: _____

DISCLAIMER: By signing this sheet, you agree that the Active Iowa project and its affiliates assume no responsibility, including but not limited to injury due to participation in this activity. You are responsible for your own safety.

#	Name	Have you been to this activity before? (Y/N)	E-mail Address	Phone #	Do you prefer text or call? (T/C)	Gender	Age
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							

Surveys to measure process

Mail or email
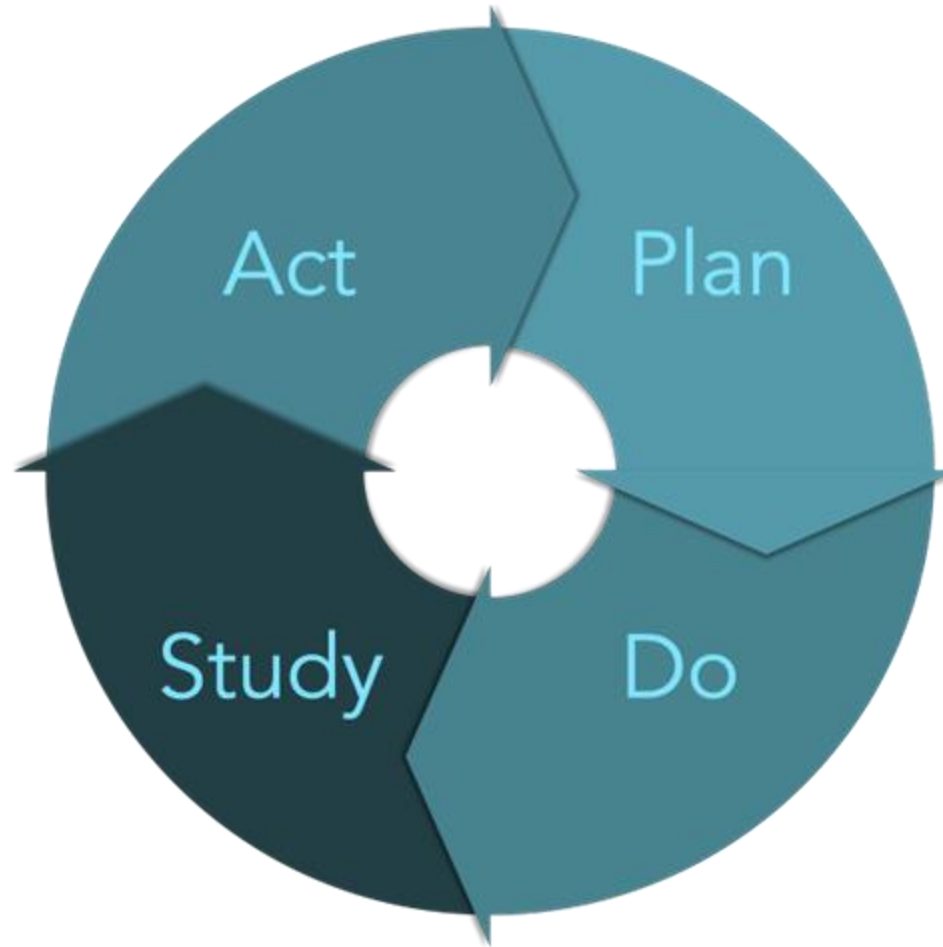surveys to
participants or
staff

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Evaluation Plans should include:

Evaluation Plan

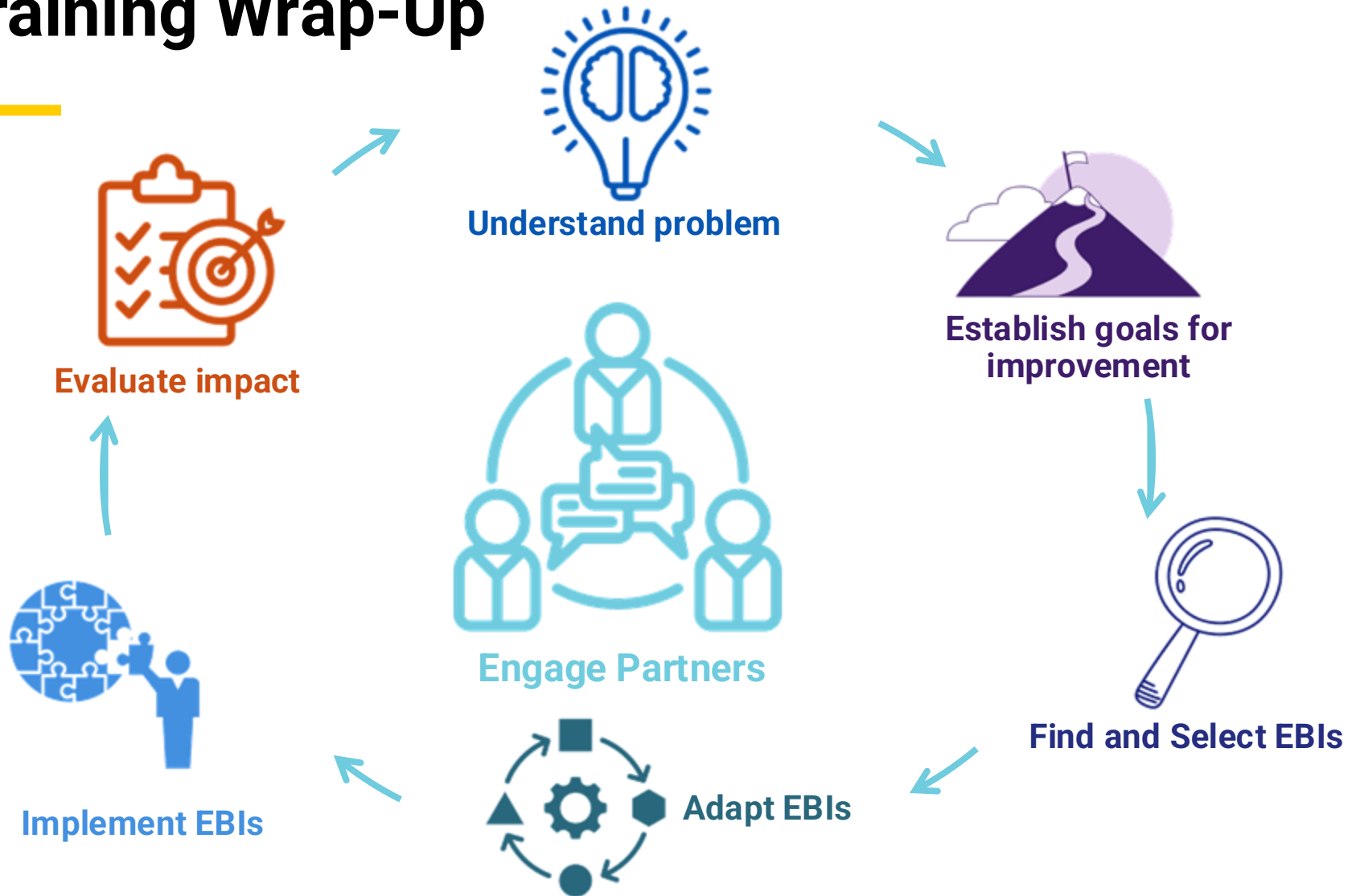| Evaluation question	Tool used	How collected	How often collected	Person Responsible

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How do PDSA cycles relate to evaluation?

Training Wrap-Up

Understand problem

Establish goals for improvement

Evaluate impact

Engage Partners

Find and Select EBIs

Implement EBIs

Adapt EBIs

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