

# Evaluation Overview

Presented to:

Kitsap County Citizens Advisory Committee, 1/10<sup>th</sup>  
of 1% Tax to Fund Behavioral Health

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KITSAP PUBLIC HEALTH DISTRICT

# Evaluation of programs

A "program" is any set of organized activities supported by a set of resources to achieve a specific and intended result, and includes direct services, system or policy creation or changes, an initiative, a campaign, etc.

- What is evaluation and why do it?
- Program value
- The framework of evaluation
- Describing the program
- Measuring
- Reporting and using results



# What is evaluation and why do it?

- An ongoing, systematic investigation of the value of program- a way to monitor results and guide improvements
- Evaluation encourages:
  - Data-based decisions
  - Accountability
  - Equitable decisions
  - Effective performance
  - Outcome-oriented efforts



# Program value

Merit = quality

Worth = cost effectiveness

Significance = importance



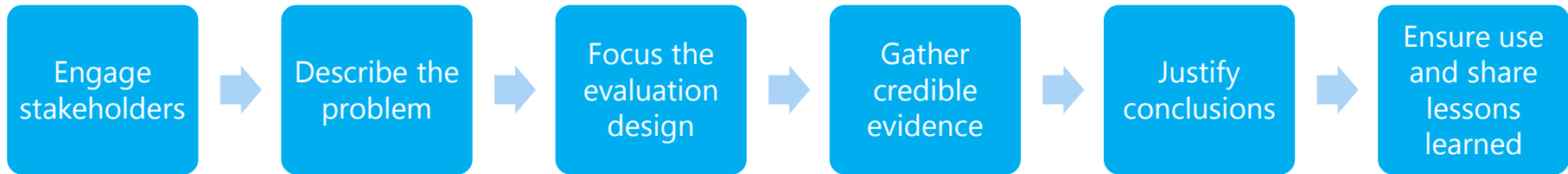
# Evaluate to assess program value

- Make decisions about value based on evaluation results
- Ask ?'s at the beginning:
  - What will be evaluated?
  - What will be used to judge performance?
  - What standards must be reached for the program to be considered successful?
  - What conclusions regarding performance are justified by comparing the available evidence to the selected standards?
  - How will evaluation results be used to improve effectiveness?



# The framework of evaluation

- Most commonly used framework in public health and social sciences has six steps:



- Follow standards:

Utility

- Serve the information needs of intended users

Feasibility

- Realistic, prudent, diplomatic, frugal

Propriety

- Behave legally, ethically, and with regard for those involved and affected

Accuracy

- Reveal and convey technically accurate information



# Describing the program

- What you should want to know:
  - Statement of need
  - Expected effects: mission, goals and objectives
  - Activities
  - Resources
  - Plan for stages of development (planning, implementation, evaluation)
  - Context
  - Logic model



# Mission and goals

- The mission is the statement of purpose, or the reason for existing

*The mission is to improve quality of life for residents through improved behavioral health care*

- The goals are the long-term, broad statements about what is expected to change (desired result)

*The goal is to decrease the suicide rate among middle-aged and older adults*





# Objectives

- The objectives are short- to mid-term accomplishments that measure effort to achieve the goal

- SMART: specific, measurable, attainable, realistic, time-bound

*There will be a 10% increase in the number of adult primary care referrals to mental health specialists in Kitsap County by Dec 2014*

- Objectives can include a target value
- Objectives can change- modify them as new information becomes available, resources change, or activities proceed faster or slower than expected

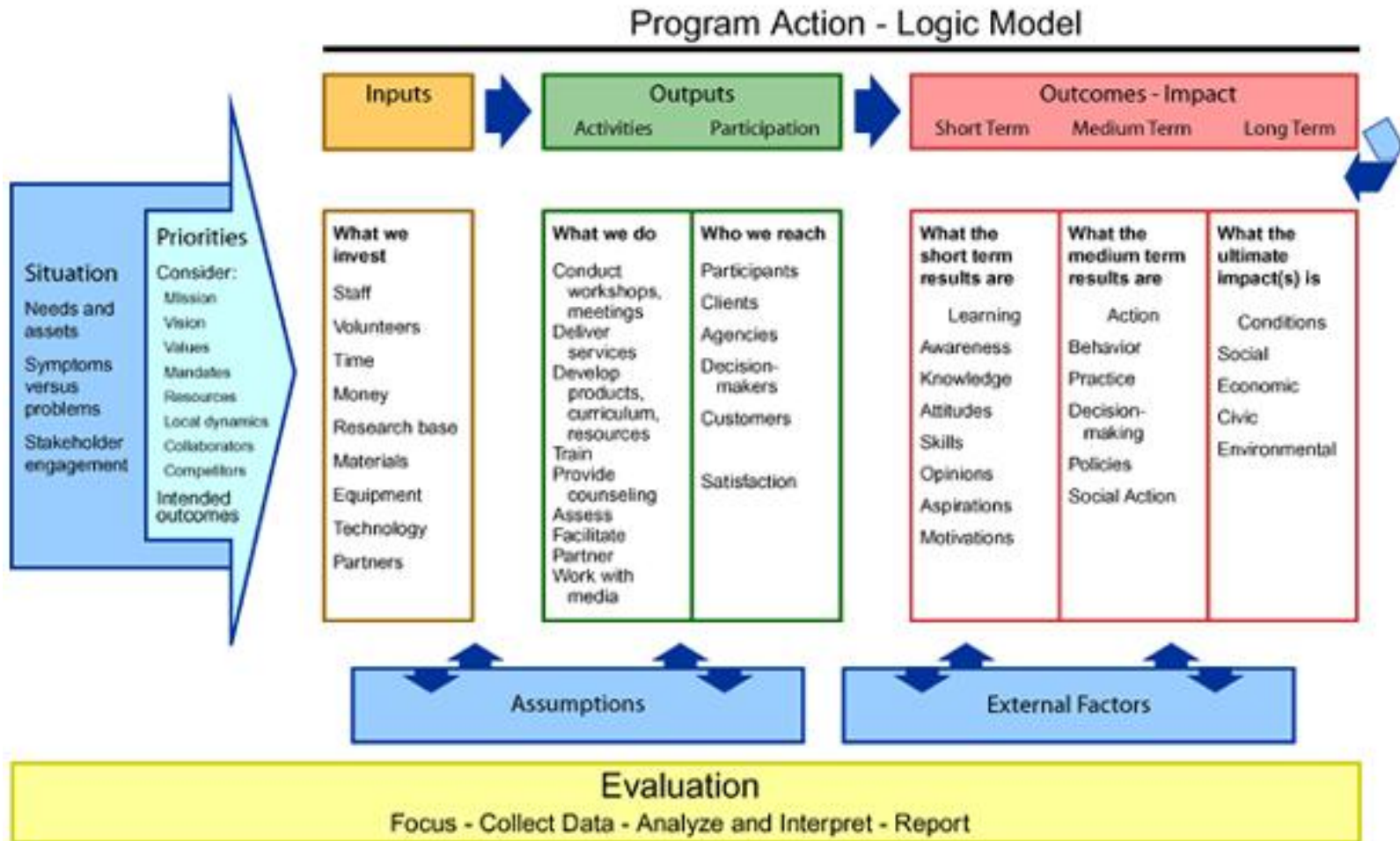


# Logic models

- A depiction of a program showing what the program will do and what it is to accomplish
- A series of “if-then” relationships that, if implemented as intended, lead to desired outcomes
- The core of program planning and evaluation



# Logic models



# Measuring

- Defined measurements and system to gather data should be in place *before* implementation or new funding
- Measure both process (what will be done) and outcomes (kind and amount of change)
- Obtain baseline data- the state of things at the start (before implementation or new funding)
- Obtain data from client databases or other existing sources; maybe surveys, observation, interviews
  - Might need to set up new data collection systems



# Reporting and using results

- Measurement results should be reported on a regular basis to all stakeholders
- Compare results to the objectives and targets (if any)
- Make clear the limitations and weaknesses of the evaluation, as well as the strengths
- Results provide opportunities for program improvement



# Summary

- Evaluation produces results that are useful
- Evaluation allows you to:
  - Monitor progress toward goals
  - See if activities are producing the outcomes you want
  - Look at comparisons among groups
  - Justify the need for more funding/support
  - Find opportunities for improvement
  - Ensure effective programs are maintained, and resources aren't spent on ineffective programs
- You can only know what you know!



# References/Resources

- <http://www.cdc.gov/eval/guide/CDC EvalManual.pdf>
- <http://www.cdc.gov/mmwr/pdf/rr/rr4811.pdf>
- <http://www.cdc.gov/eval/resources/index.htm>

# Questions/Discussion

