Chronic Disease Evaluation Series
Lesson 3
Outcome/Process Evaluation

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CSTE
April 16, 2015
2pm – 3pm Eastern
Webinar Housekeeping

• Please note that today’s webinar is being recorded
  – The presentation slides and recording will be available on the CSTE website in the Webinar Library (http://www.cste.org/?page=WebinarLibrary)

• All phone lines have been placed on mute.
  – To hear the audio, Dial in number: 877-668-4490; Access code: 797 214 704

• After the speakers' remarks, there will be a question-and-answer period
  – To ask a question, please use the Q&A box on the right side of your screen

• When the webinar ends, you will be redirected to an evaluation
  – Please complete the evaluation!
To Ask a Question

• Open the Q&A box on the right side panel on your screen
• Type a question
• Send it to All Panelists
• Questions will be answered during the Q&A period
Discussion Boards

• Discussion board
  • http://cste.freeforums.net/
  • Create account
  • References, Resources, Discussions

• Purpose of the series
  • Provide a BROAD overview of evaluation
monitoring and evaluation—it's not just something you do to please the donor...

it's an integral part of the project!
Lesson 2 Overview

- Process Evaluation
  - Types of questions
  - Timing of the evaluation
  - Relevant types of data
  - Most appropriate data analysis

- Outcome Evaluation
  - Types of questions
  - Timing of the evaluation
  - Relevant types of data
  - Most appropriate data analysis
Poll

What is the difference between process and outcome evaluations?
Workforce Programmatic Logic Model

**Program Areas**
- Applied Epidemiology Fellowship
- Workforce Training Catalog
- Applied Public Health Informatics Fellowship
- Epidemiology Capacity Assessment (ECA)
- Trainings and Resources
- New State Epidemiologists Orientation

**Objectives**
- Strengthen skills of applied epi workforce at state/local level
- Increase interest from recent graduates in working at the state/local level
- Support sustainment and expansion of applied epi work at state/local level
- Develop and implement a method for assessing state epidemiology and surveillance workforce capacity
- Provide support for state and local public health offices in key program areas

**Activities**
- Applied epidemiology fellowship (training/mentorship)
- Applied public health informatics fellowship (mentorship/training)
- Applied epidemiology competencies and the AEC toolkit
- National Epidemiology Capacity Assessment (ECA)
- New State Epidemiologist Planning Guide
- Workforce training catalog

**Short-term Outcomes**
- Increased recognition of value and utilization of fellowships and other training opportunities by agencies and students
- Increased recognition of the core competencies necessary for state based epidemiologists
- Demonstrated improvement from public health workforce on core competencies
- Improved skills and performance by new staff/trained staff on assigned applied epi/surveillance tasks
- Increased capacity reported from state agencies
- More prepared new state epidemiologists (prepared for roles/responsibilities)

**Long-term Outcomes**
- Fellows maintaining employment at state or local level
- Host sites reporting increased capacity due to fellows
- Ongoing mentor/fellow relationships
- States reporting greater competency in workforce
- States reporting greater capacity (more trained epi staff)

**Impact**
- Increase epidemiology and surveillance competency of the existing public health workforce
- Increase the epidemiology/surveillance workforce through recruitment of new professionals
- More recognition of epidemiology/surveillance career path
Process Evaluation

• Understand the how the program/strategy was implemented and impact was (or was not) achieved

• Why is it important?
  • Answers the WHY something worked or did not work as anticipated
  • Planning/revising information to improve outcomes
  • Program replication
  • Understanding ‘true costs’ of program
  • Crucial part of logic model
Process Evaluation

When to implement a process evaluation?

- As soon as possible
- Throughout the program/strategy implementation

Target stakeholders

- Program implementers/staff
- Program planners
- Funders
Process Evaluation

Types of questions

• Was the program/strategy implemented as planned?
• What challenges arose and how were they overcome?
• Did the program/strategy reach the target population?
• Did the program/strategy have the support/resources needed?
• What were the attitudes/experiences of the program implementers/staff?
• Who was served? How many?
Poll

What is one question that you would want to include in your specific process evaluation?
Process Evaluation

Types of data

• Program planning documents
• Attendance records/participation documentation
• Meeting minutes
• Observational data of program teaching
• Financial records
• Community/needs assessment data (demographics, survey data)
• Staff interviews
Process Evaluation

Appropriate data analysis
- Qualitative analysis of themes and gaps
- Matrix development of planned activities and implemented activities
- Network analysis
- Basic descriptive statistics
- Potentially group comparisons regarding participation levels
This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.

freshspectrum.com
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Outcome Evaluation

Provides an assessment of the effectiveness of the program/strategy in producing change

Why is it important?
- Answers the questions about whether the program had intended impacts
- Were there differences in impacts by key characteristics
Outcome Evaluation

When to implement an outcome evaluation?

- Begin with baseline data collection as early as possible
- Track data throughout implementation
- Often continue after program/strategy completed

Target stakeholders

- Program implementers/staff
- Participants/target population
- Funders
Outcome Evaluation

Types of questions

• Did the program/strategy have the intended impact on the target population?
• Was the program/strategy more successful with certain groups than with others?
• What aspects of the program had the greatest impact?
• Did the level of participation affect the impact of the program/strategy on participants?
Poll

What is one question that you would want to include in your specific outcome evaluation?
Outcome Evaluation

Relevant types of data
- Surveillance data
- Program participation data
- Individual survey data
- Interview/focus group data
- Program/target audience participant characteristics
- Observation data
- Policy related data/key documents
Outcome Evaluation

Appropriate data analysis

- Qualitative analysis of themes and gaps
- Basic descriptive statistics
- Group comparisons regarding participation levels
- Longitudinal analysis of key identified outcomes over time
- Advanced statistical analysis
- GIS analysis of outcomes by geographic area
Like an evaluator in a data store

Aisle 1: Big data
Aisle 2: Demographics
Aisle 3: Field notes
Aisle 4: Local data
Aisle 5: Transcrip

I might need a second cart
Relationship between Process and Outcome

• Review with logic model – Regular tracking of activities, adjustments as necessary

• Compare outcome and process data to explain key findings or particular trends that are identified

• Utilize both outcome findings and process findings to identify recommendations for replication and for improvement
Poll

How would you integrate your process and outcome evaluation components?
Next Steps – Future discussions

Preparing the most useful reports

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted” -- Albert Einstein
Additional Resources

Discussion Board - [http://cste.freeforums.net/](http://cste.freeforums.net/)

- Relevant references and resources
- Discussion questions for group engagement between webinars
- Submission of ‘assignments’ for feedback/group discussion
Selected References

BetterEvaluation: Sharing information to improve evaluation. Online – betterevaluation.org


Thank you for participating in today’s call!

Please complete the evaluation for this webinar at

https://www.research.net/s/CDEval_Lesson1