

Afternoon Refreshments

Please take as many as you would like. We will not be returning to this slide
(The webinar is being recorded...but the brownies may have lost their freshness by then).

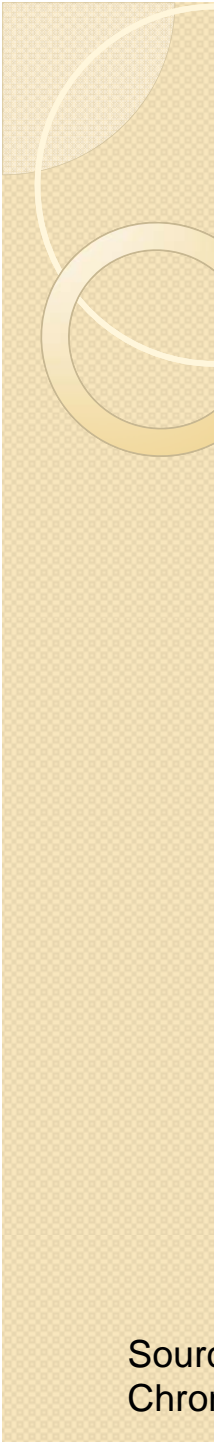


These e-Brownies are sponsored by EEC, the Epidemiology and Evaluation Committee of the Cardiovascular Health Council, National Association of Chronic Disease Directors. They are high fiber, fat-free, sodium-free, low-calorie, tremendously nutritious and TASTE too good to be true!



Today's Objectives

- To provide an introduction to evaluation
- To provide an overview of the CDC Six-Step Evaluation Framework for new chronic disease prevention evaluators
- To provide some tools



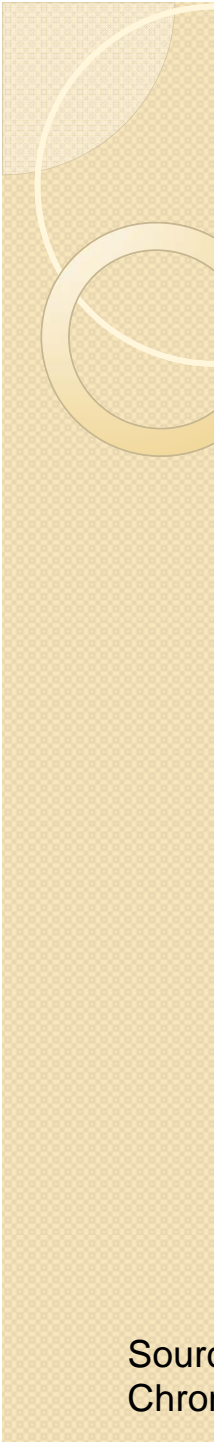
Who Are Chronic Disease Epidemiologists and Evaluators?

Spring 2013 EEC Assessment

- Purpose: Identify areas of strength and training needs, using CSTE Applied Epidemiology Competencies

- Target Population: State chronic disease epidemiologists and evaluators working in state programs funded by CDC for heart disease & stroke and diabetes prevention.
- 95 surveys were collected.

Source: 2013 Epidemiology and Evaluator Training Needs Assessment. National Association of Chronic Disease Directors (NACDD)



Who Are Chronic Disease Epidemiologists and Evaluators?

- Almost 90% worked in epidemiology/evaluation for at least two years
- Over 29% worked in the field for more than 10 years
- 75% have Master's; 23% have PhDs
- Nearly 30% worked as both epidemiologist and evaluator



Very Important to Day-to-Day Evaluation Work

- Identifying new data sources for evaluation (59.5%)
- Developing and implementing a comprehensive evaluation plan (57.5%)
- Using CDC indicators to track progress on program objectives and outcomes (55.4%)

Source: 2013 Epidemiology and Evaluator Training Needs Assessment. National Association of Chronic Disease Directors



Our Strengths

- We are constantly learning
- Using CDC indicators to track progress (27%)
- Developing comprehensive eval plan (27%)

Source: 2013 Epidemiology and Evaluator Training Needs Assessment. National Association of Chronic Disease Directors



Our Needs

- Economic evaluation
- Cost analysis
- Developing and implementing a comprehensive evaluation plan
- Evaluating quality improvement (QI) initiatives

Source: 2013 Epidemiology and Evaluator Training Needs Assessment. National Association of Chronic Disease Directors

What Is Evaluation?

Merriam Webster's Definition of *EVALUATE*

1 : to determine or fix the value of

2 : to determine the significance, worth, or condition of usually by careful appraisal and study



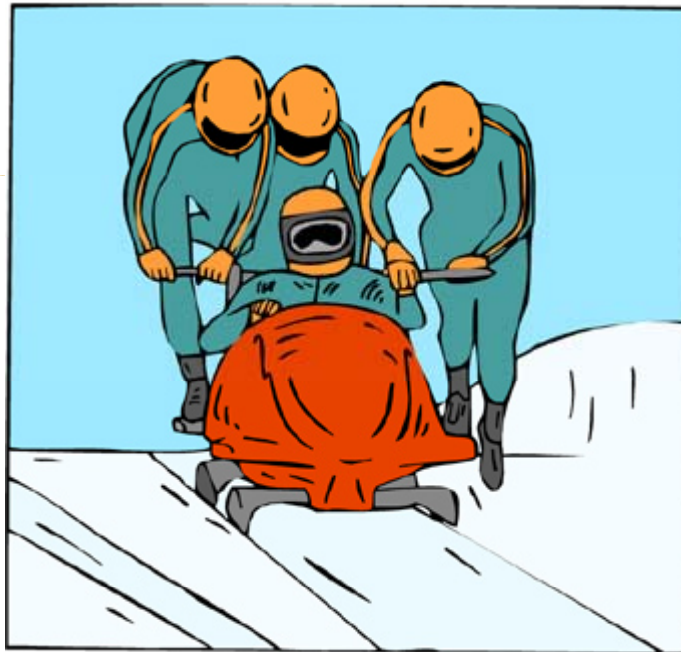
Why evaluate?

- To assess effectiveness of interventions
- To demonstrate the need for interventions
- To identify ways to improve the intervention (program improvement)
- To fulfill accountability to funders and other key stakeholders
- To enhance program sustainability

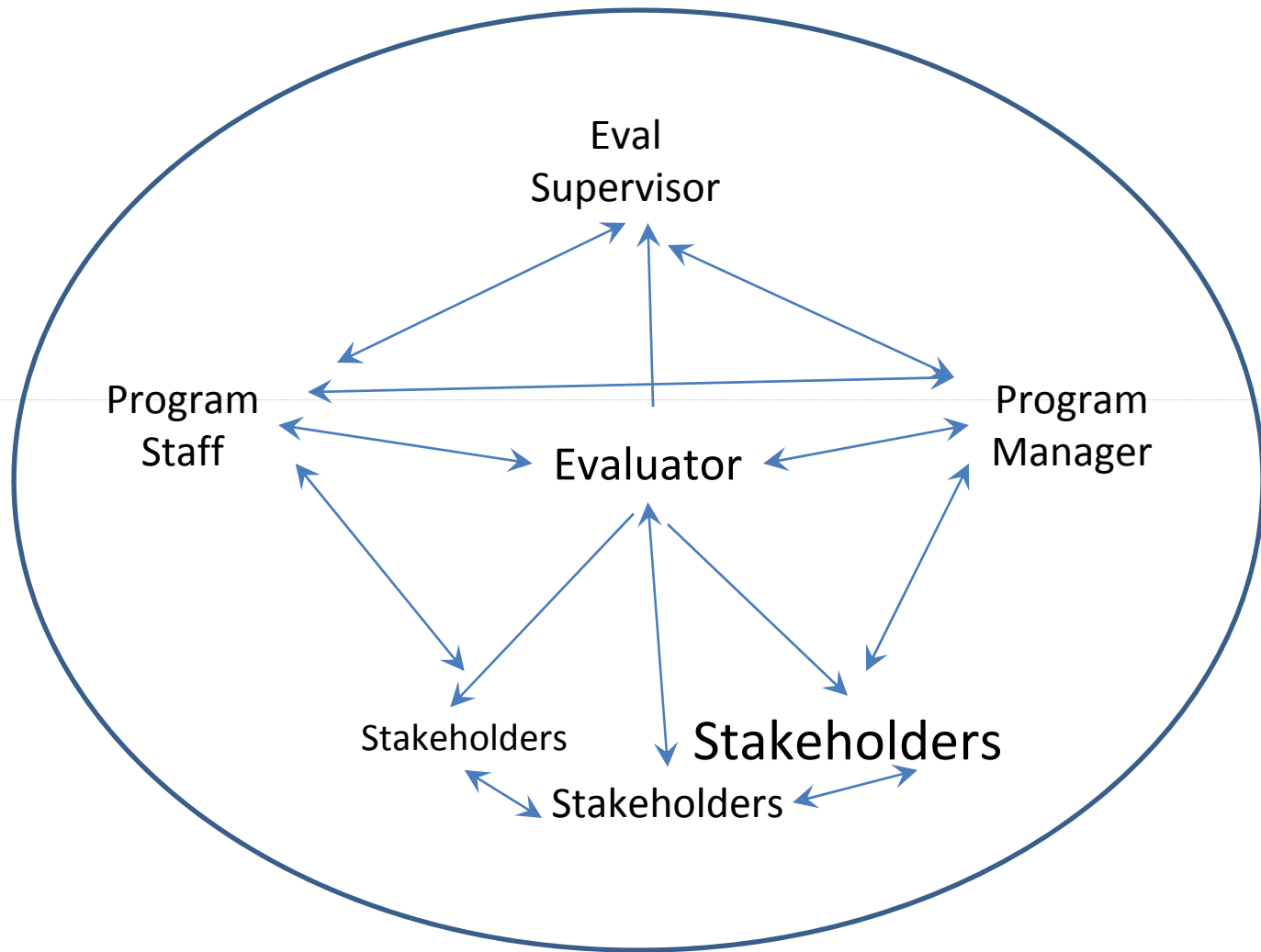
Deep Thoughts...



Deep Thoughts...



*Evaluation isn't just about
measurement,
it's also about relationships.*



Organizational Context



Preventing Occupationally-Induced Insanity

- Represent yourself: attend meetings with stakeholders in person when possible
- Acknowledge disagreement and/or conflicts among stakeholders
- Communicate with intervention lead, program manager, and supervisor about the issues you encounter
- Consult with a mentor about sticky situations



Plan the Program

- Identify what information you need
- Identify how that information will be obtained (data sources)
- Identify a reasonable timeline

Program planning helps to guide the evaluation and helps to ensure that results are credible and usable.



Planning an Evaluation

- Plan the evaluation at the beginning
 - Plan to collect data you will need
 - Determine goals and objectives of the program
- Ask stakeholders what they need
- Ask stakeholders what they will use



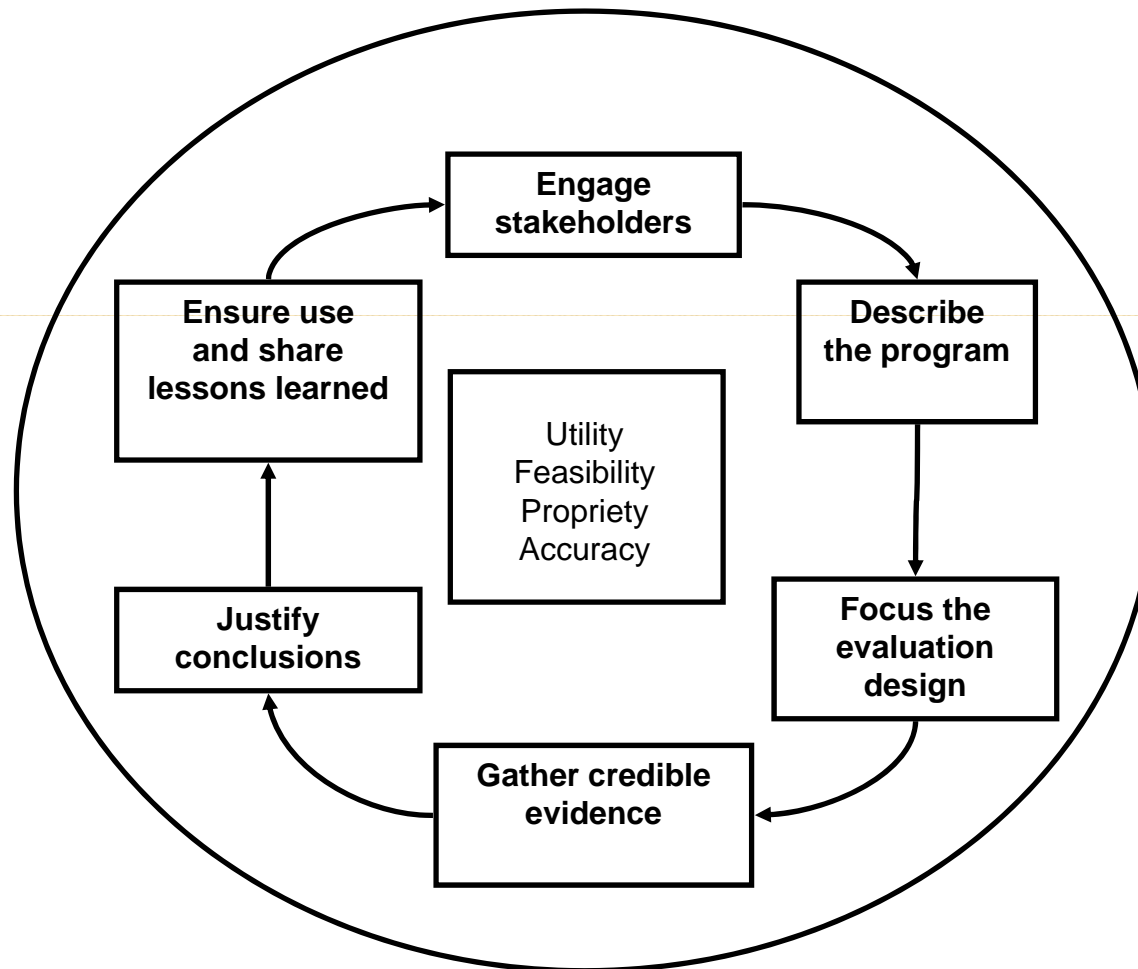
Evaluation Types

- Process
 - Outcome
-

CDC's Six-Step Evaluation Framework



CDC's Six-Step Evaluation Framework

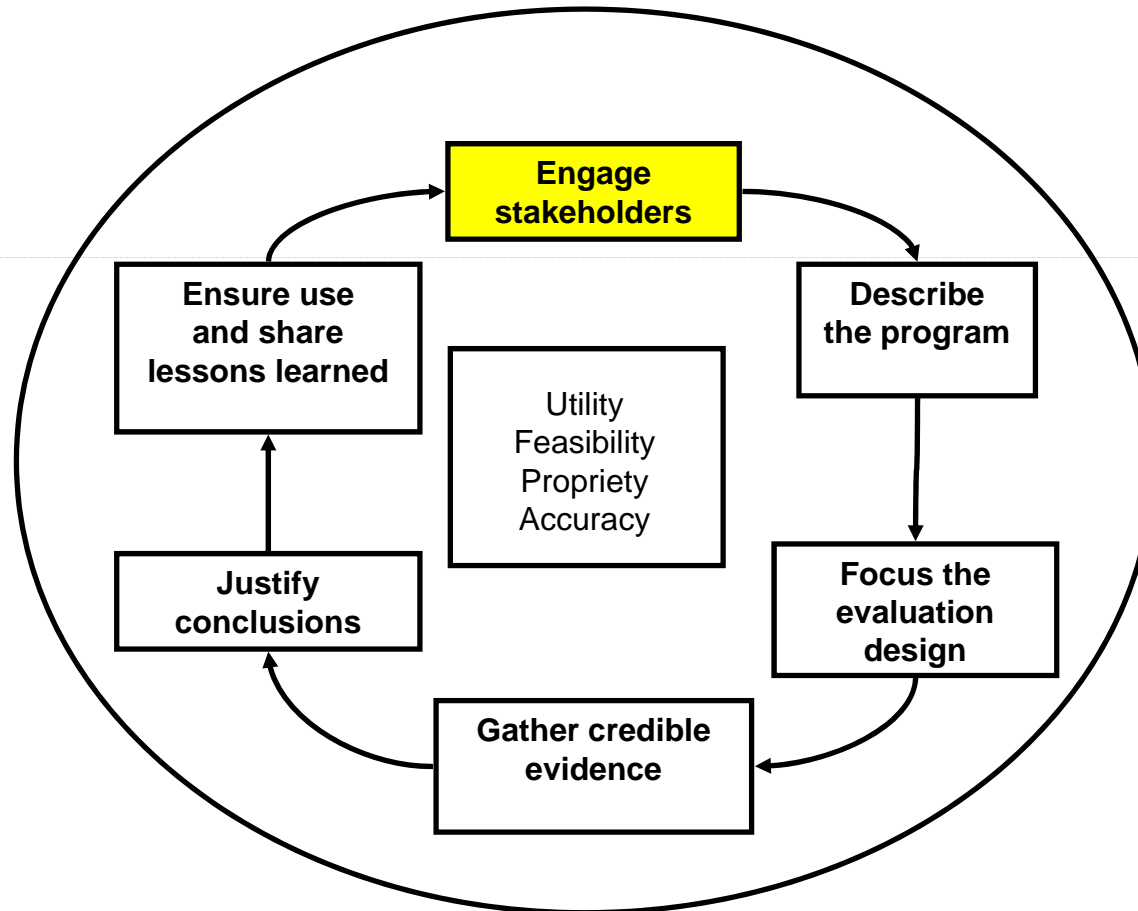




Evaluation Standards

- Usability
 - Feasibility
 - Proprietary
 - Accuracy
-

CDC's Six-Step Framework

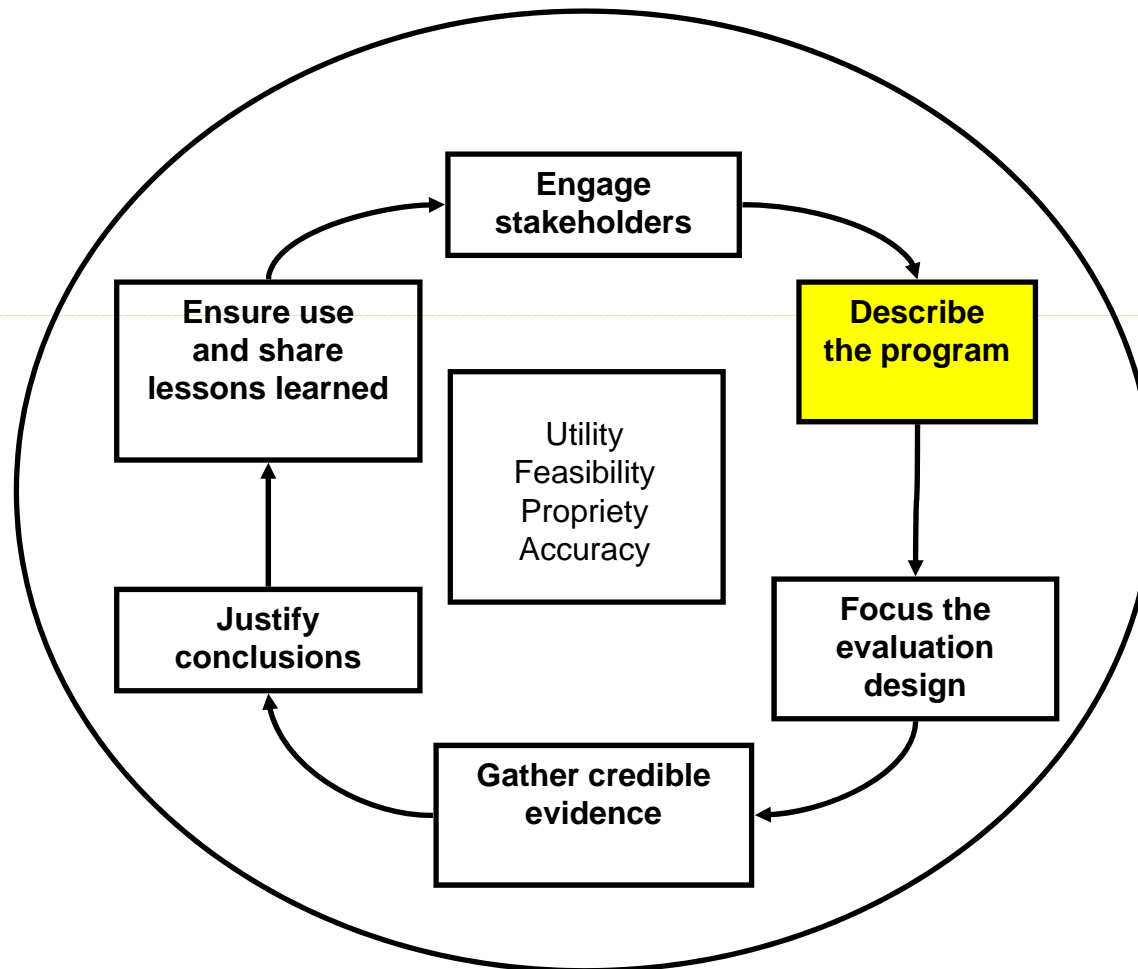


Step 1: Engage Stakeholders



- Stakeholder: Anyone with a vested interest in an intervention--decision-makers and participants
- Increases the chances that the evaluation will be successful and credible

CDC's Framework





Step 2: Describe the Program

- Proposed activities and expected outcomes
- Relationship between proposed activities and expected outcomes
- Logic model

Does diabetes self-management education increase self-efficacy?



Inputs

Activities

Outputs

--

--

--

--

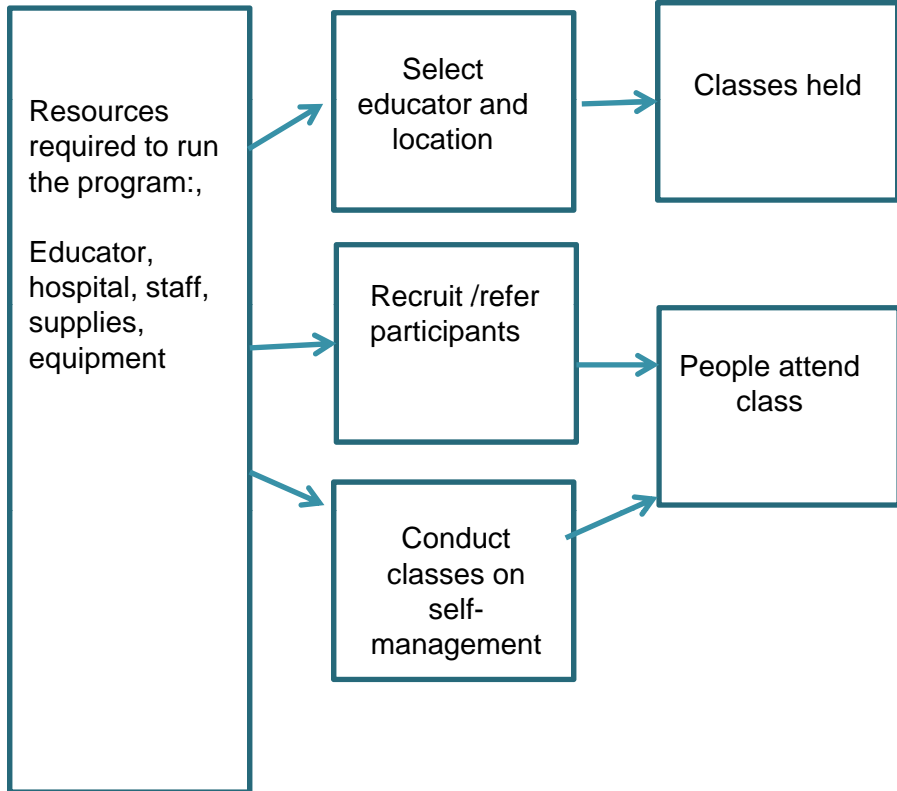
--

--

Inputs

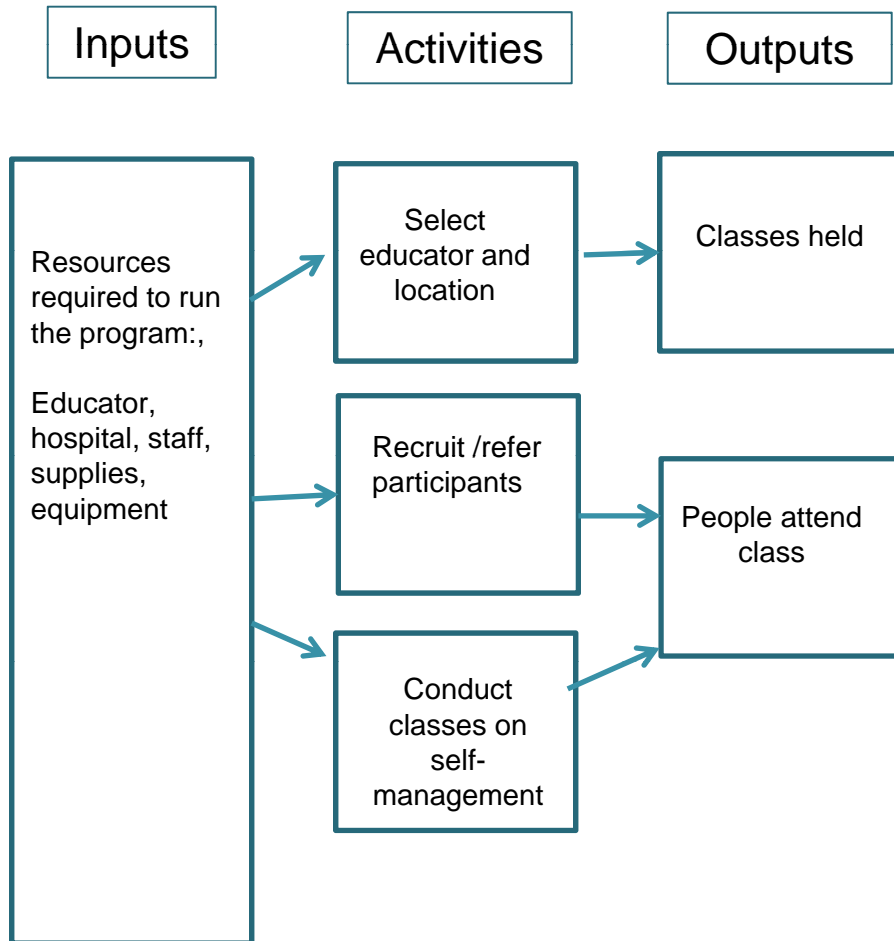
Activities

Outputs



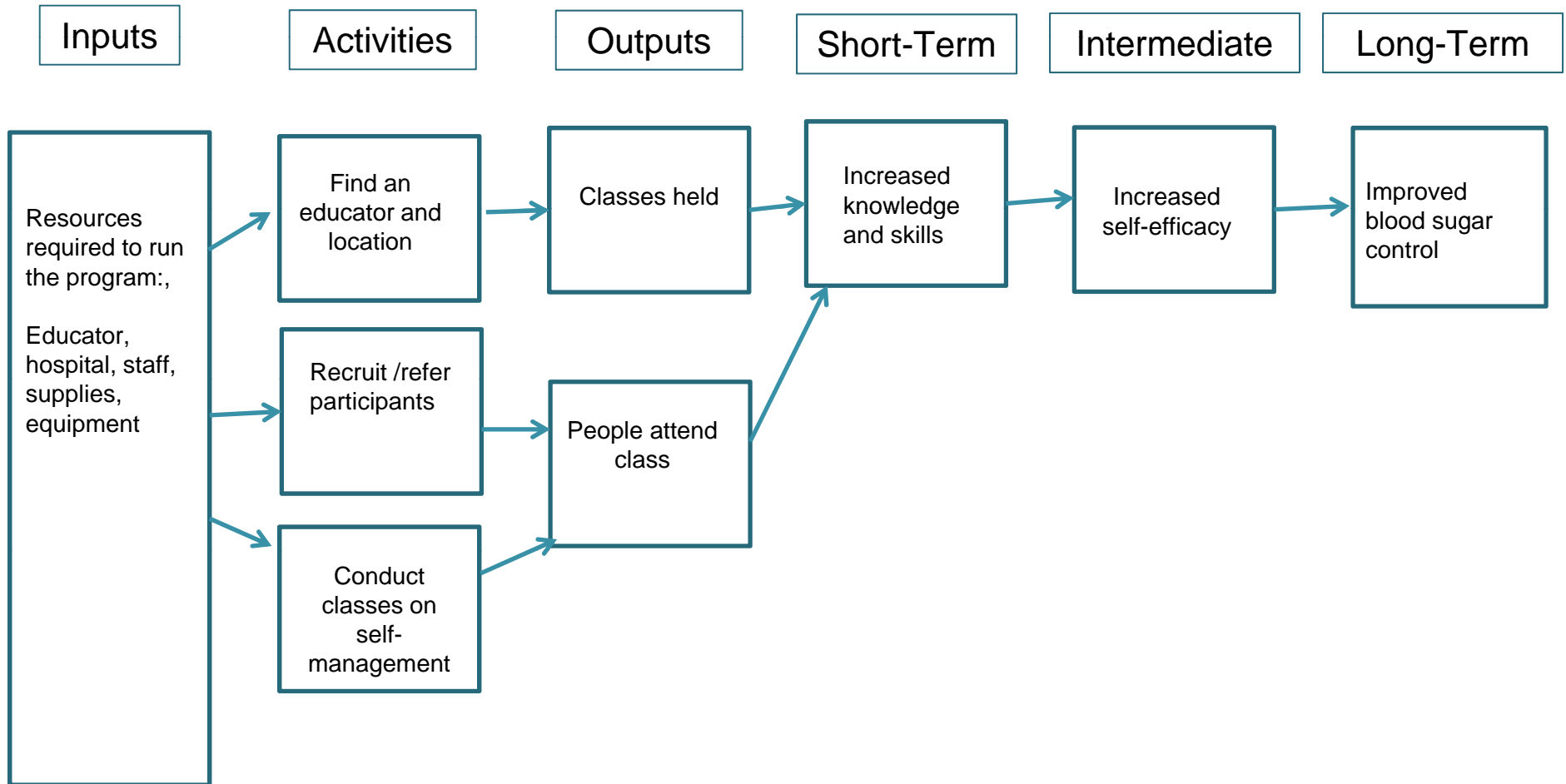
Process

Outcome



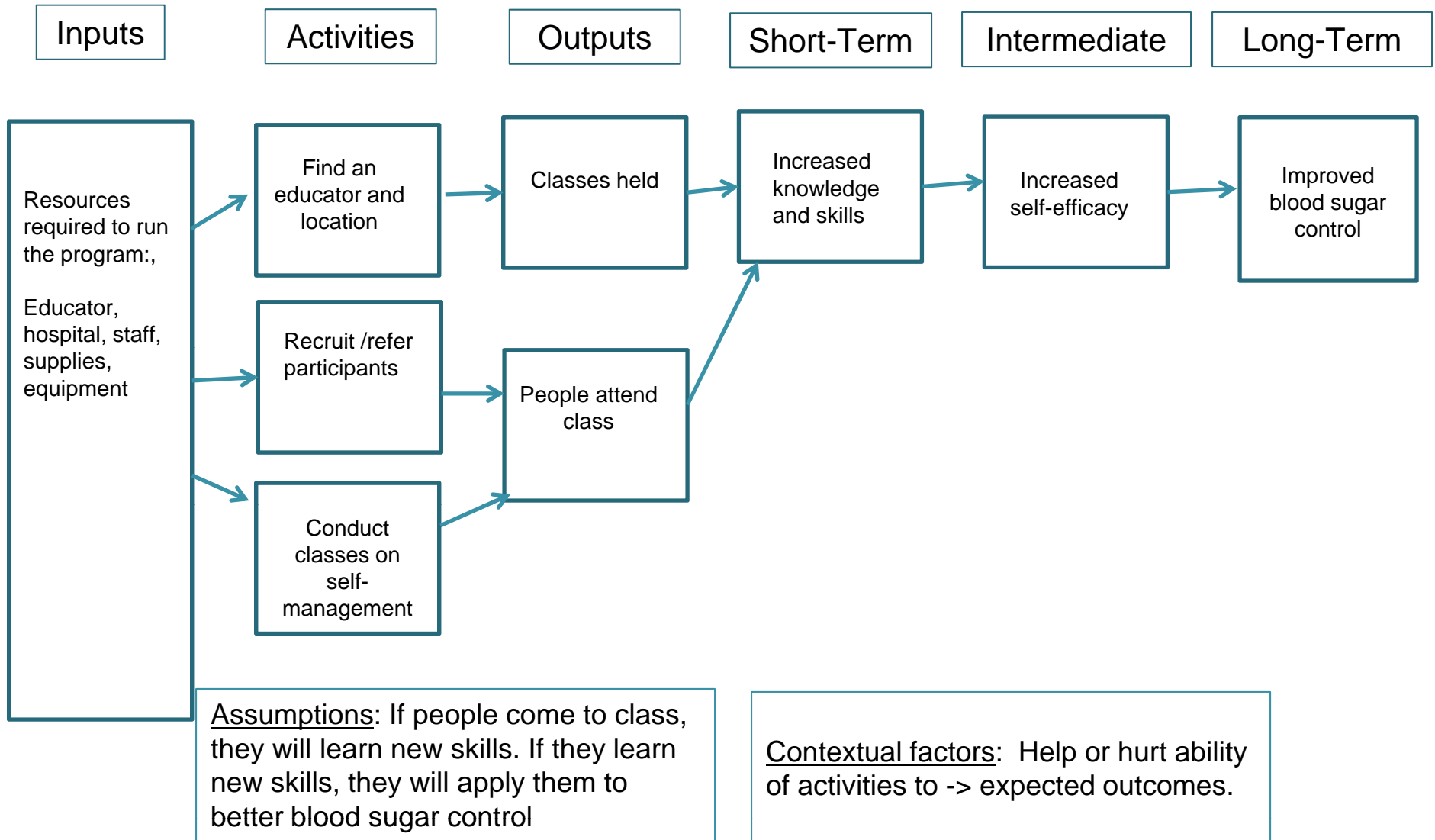
Process

Outcome

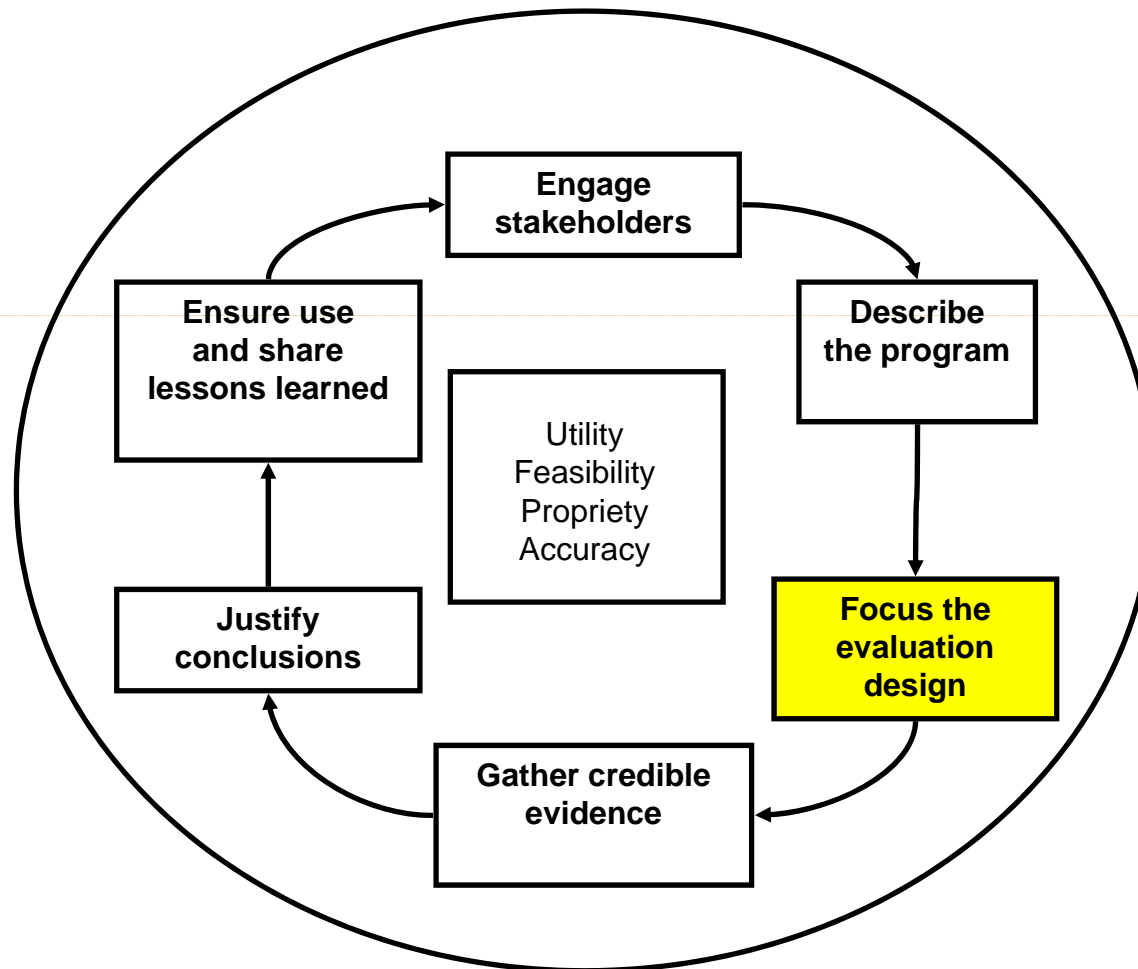


Process

Outcome



CDC's Framework





Step 3: Focus the Evaluation Design

- What are you trying to find out?
 - Do activities lead to expected outcomes?
- How will stakeholders use the findings?
- Evaluation plan

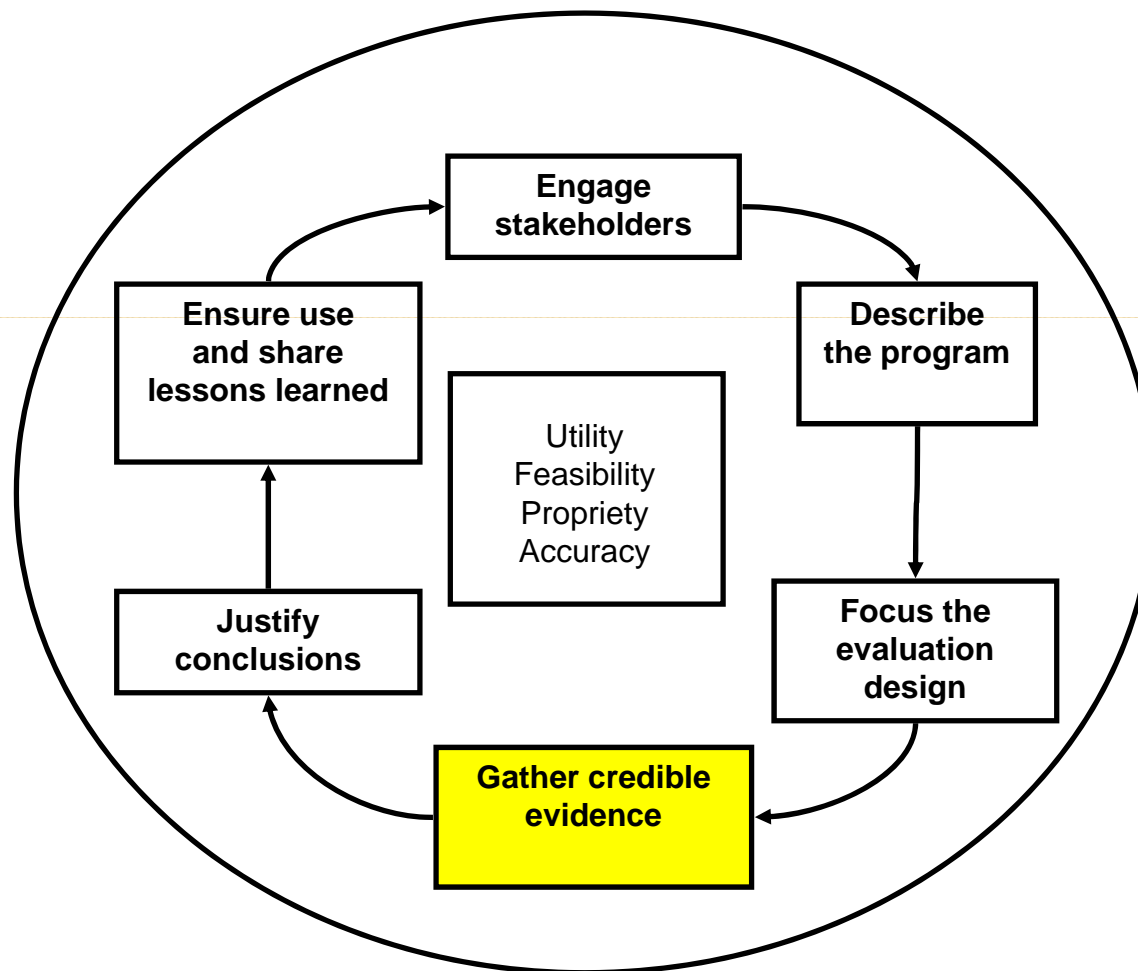
Evaluation Plan

Evaluation Question	Indicator	Data Source(s)	Responsible Party	Analysis Plan	Timeframe	Dissemination Plan
What are you trying to find out?	Type of data	Where will you get the information you need	Who is responsible for getting it done?	What will you do with the data?	When will you collect the information	How will you share results and lessons learned?

Evaluation Plan

Evaluation Question	Indicator	Data Source(s)	Responsible Party	Analysis Plan	Timeframe	Dissemination Plan
What are you trying to find out?	Type of data	Where will you get the information you need?	Who is responsible for getting it done?	What will you do with the data?	When will you collect the information	How/when will you share results and lessons learned?
Does diabetes self-management education increase self-efficacy?	Pre- and post-program self-reported self-efficacy of participants	Survey of participants	Health specialist	Examine differences between average pre-test and post-test self-efficacy scores	Ongoing- at the beginning of each course and last course of each course	Share with educators/provide rand hospitals/ funders AADE annual conference

CDC's Framework



Step 4: Gather Credible Evidence



Information collected must be

- Accurate
- Feasible
- Believable

Evidence includes indicators, data sources, performance measures



Data Collection Guide

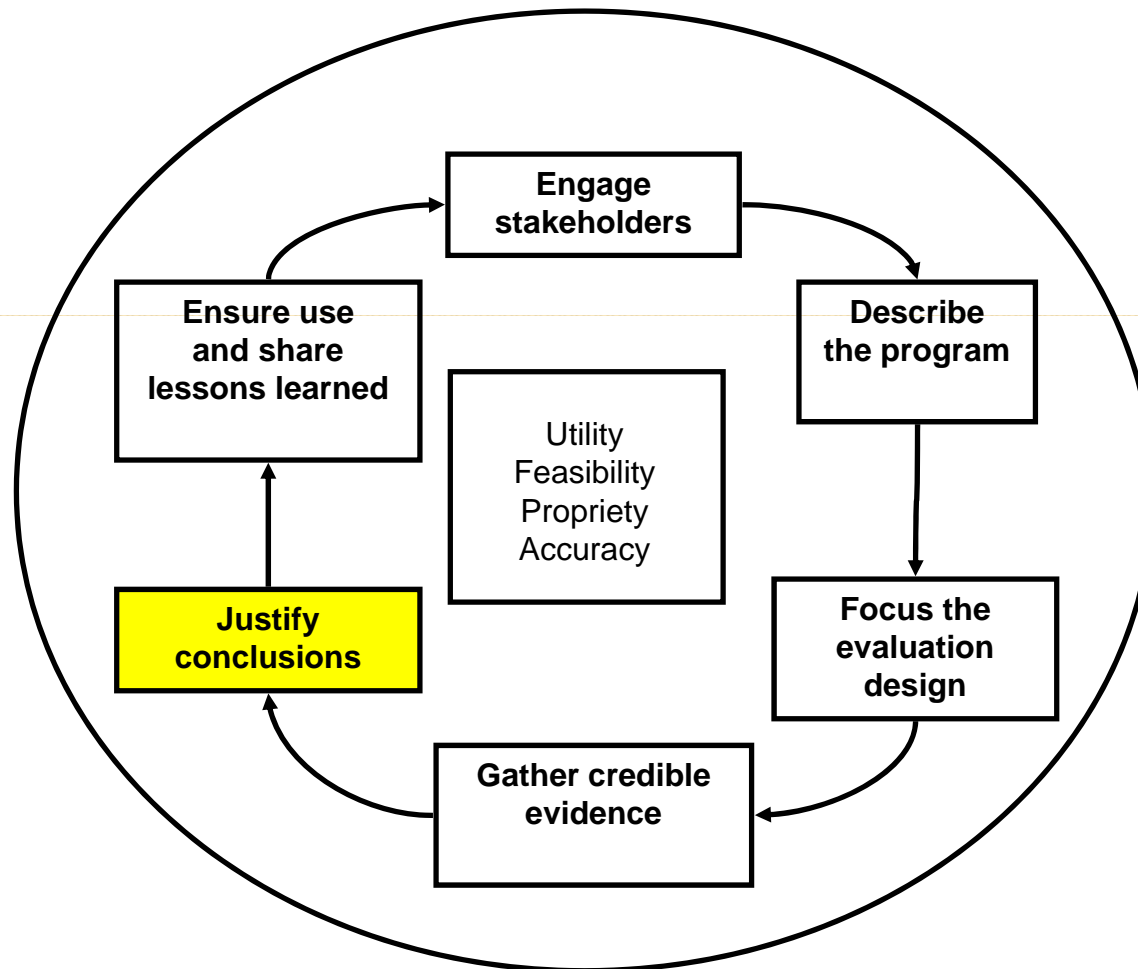
- Indicators
- Data Sources
- Performance Measures
- Quality
- Quantity
- Logistics
- Analysis and Synthesis



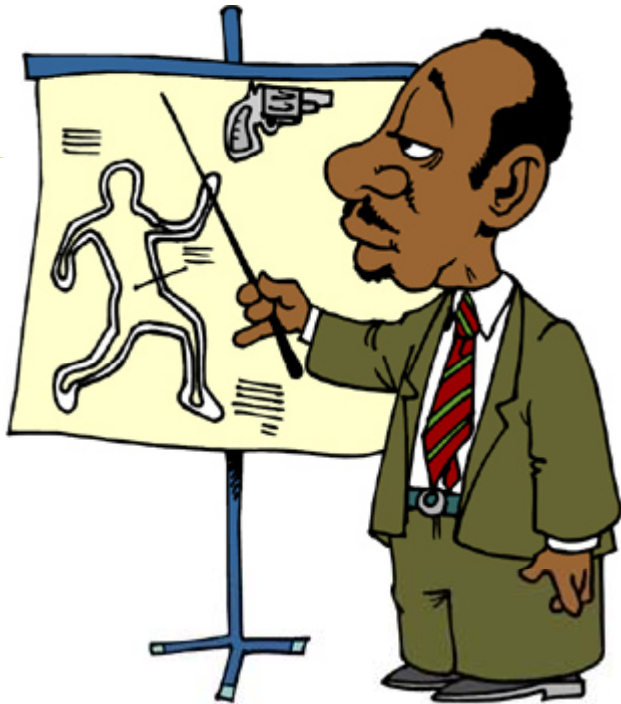
Self-Management Education

- Indicators
- Data Sources
- Performance Measures
- Quality
- Quantity
- Logistics
- Analysis and Synthesis

CDC's Framework

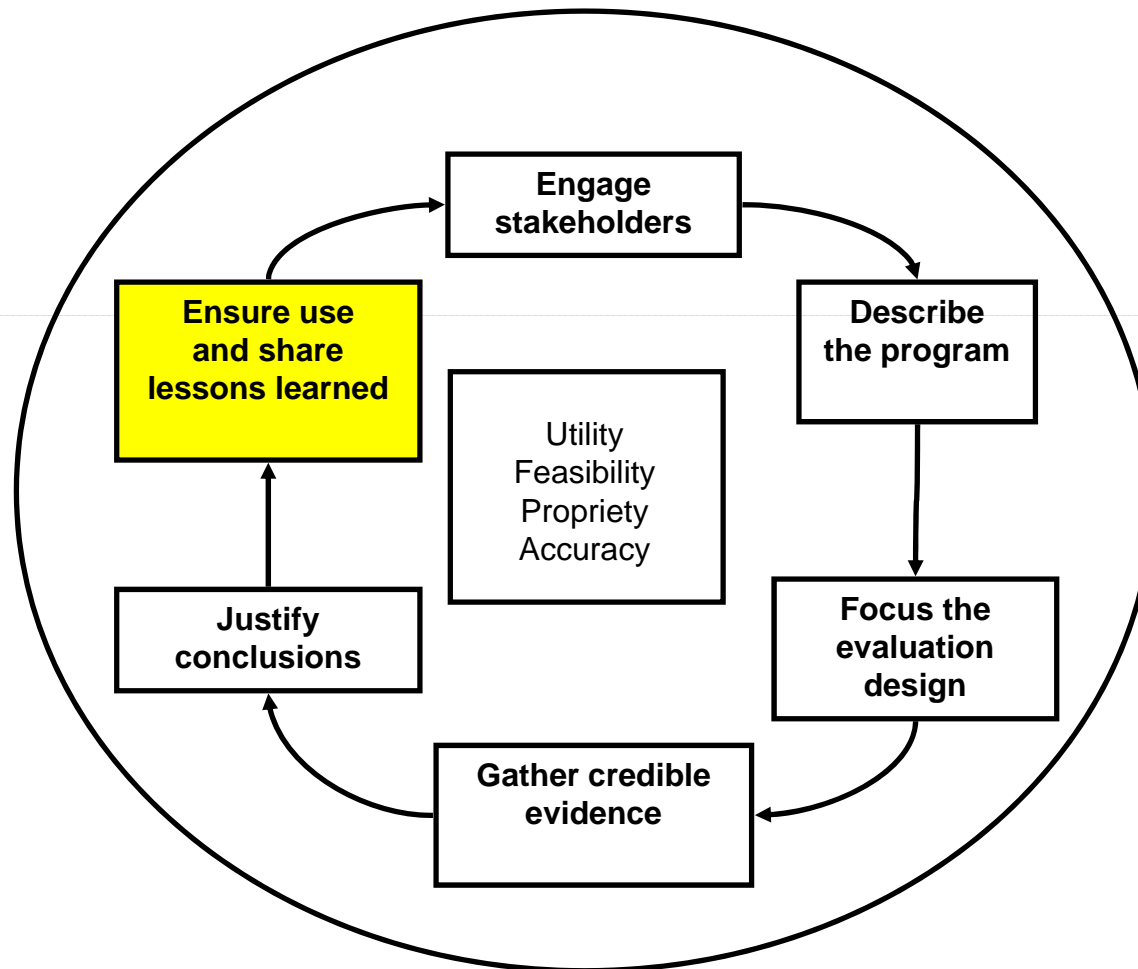


Step 5: Justify Conclusions



- Assess progress towards performance measures
- Meet with stakeholders
 - Interpret results
 - Make judgments about the program

CDC's Framework



Step 6: Ensure Use of Results

- Win interest in your findings!
 - Use appropriate communication media depending on your audience
 - Make action-oriented recommendations
 - Share lessons learned



Summary

Standards for Effective Evaluation	Six-Step Framework
<ul style="list-style-type: none">• Usability• Feasibility• Proprietary• Accuracy	<ul style="list-style-type: none">• Engage stakeholders• Describe the program• Focus the evaluation design• Gather credible evidence• Justify conclusions• Ensure use and share lessons learned



Implementing the Plan

Establish your involvement

- Clarify the frequency and types of interactions with staff you need in order to carry out the evaluation plan.
- Provide technical assistance with data collection related to evaluation



Implementing the Plan

Keep it fresh

- Plans need to be updated at least quarterly because interventions, resources, and context change.



Implementing the Plan

Visit your stakeholders

- Stakeholders' needs and interests may evolve over time. By staying in contact with them and engaging them in the interpretation of evaluation data, you can gauge their continued commitment.

How does this intervention fit with your organization's priorities?



Implementing the Plan

Plan evaluation reporting

- Plan reporting and communications to meet the needs of your program management, staff, and stakeholders.
- Consider your audience's needs and interests and customize your method of reporting.



Reporting to Stakeholders

- Personal stories from those affected by the intervention
 - Statistical reports
 - Infographics
 - GIS maps
 - Pre- and post-photos
-

Telling a Good Story

- Describe the significance
- Contextual challenges: what did or could have impeded progress?
- Facilitating factors: how did we overcome or circumvent barriers?
- How did our intervention improve public health?



And now, another

Deep Thoughts...





From the Field

“On a side note, another indicator of success I’m considering tracking is whether staff view me as a popular guy. If they continue to smile at me in the halls or invite me for drinks after work, that’s probably bad, because then I know they aren’t being forced to do anything different or change how they work. But if I get curt nods from people or they roll their eyes in meetings...I know they’re feeling the pain of true organizational change and that we’re being successful.”

References

Jack L, Mukhtar Q, Martin M, Rivera M, Lavinghouze SR, Jernigan J, Siegel PZ, Heath G, Murphy D.S Program Evaluation and Chronic Diseases: Methods, Approaches, and Implications for Public Health . Prev Chronic Dis. (2006) January; 3(1): A24. Available online at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1500959>

2012 Advocacy Committee Webinar Series: Demonstrating Value and Telling Your Story. Available online at <http://www.chronicdisease.org/?page=DiabetesWebinars>

American Evaluation Association .Guiding Principles for Evaluators. Available online at <http://www.eval.org/p/cm/ld/fid=51>

Chapel T. Webinar 3 Combined Slides. Available online at [www.cdc.gov/asthma/program_eval/webinar3/Webinar 3 combined](http://www.cdc.gov/asthma/program_eval/webinar3/Webinar_3_combined)

Centers for Disease Control and Prevention. Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide (2011). Available online at <http://www.cdc.gov/eval/guide/CDCEvalmanual.pdf>