

WHAT'S SO IMPORTANT ABOUT EVALUATION? LET ME TELL YOU....

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North Regional Training
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EVALUATION:

Impartial, organized, credible, methodical, based on empirical evidence and social research methods

Evaluation assessment considers value, merit, worth, significance or quality

Evaluation is the **systematic assessment** of the design, implementation or results of an **initiative** for the **purposes** of learning or decision-making.

Includes any kind of initiative: programs, projects, service, policies, education sessions, products, strategy...

Can be conducted for the purposes of decision-making, judgements, conclusions, findings, new knowledge, organizational development, capacity building—ultimately to inform social action to make changes for a social problem

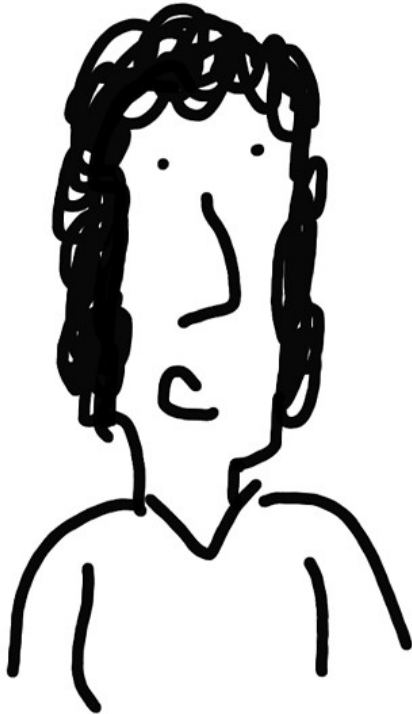
THINKING
ALLOWED!

WHY EVALUATE?



Because you want to know if the project works...

So, did it work?



freshspectrum.com

Because you want to do better...

Does anyone else feel like we could do better?



Because someone made you...

Hey guys,
did you read this part?

It basically says we
need an evaluation to
keep getting money.



freshspectrum.com



Because you have a goal you can actually reach...

I was just crunching some numbers. I think we may have reached our goal two years ago.



freshspectrum.com



Because you want to know which thing is better...



According to our evaluation. Jimmy's dad could most certainly beat up Tommy's dad.

freshspectrum.com

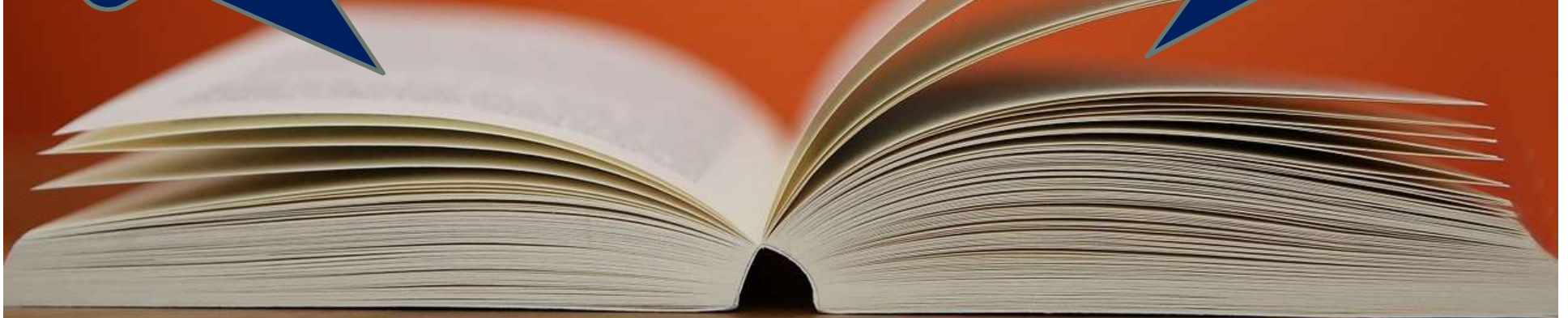


TRANSPARENCY & ACCOUNTABILITY:

MEMBERS

COLLEAGUES

SUPPORTERS



Why evaluate?

Because you want to... (internal tool)

- You want to know how well you are doing
- You want to improve services
- You want to innovate & try something new
- You want to share your success and learnings

Because you have to... (external tool)

- Ongoing requirement for funding



BETTER SERVE OUR MEMBERS



Build a culture of learning ...



Organizations who foster a
Culture of Learning:

- Engage in self-reflection and self-examination
- Engage in Collaborative Learning
- Encourage innovation and changes

Build a Logic Model

What are Inputs, Outputs, Outcomes and Impact?

The Logic Model Approach



- Resources dedicated to or consumed by the project
- Usually a NOUN
staff, facilities, money, time...

- What the project does with inputs to fulfill its mission
- Usually a GERUND
a verb in its “-ing” form, such as assessing, enabling, reviewing...

- The volume of work accomplished by the project
- Usually a QUANTITY
the number of projects, the number of case studies...

- Benefits or changes for participants during or after project activities
- Usually a CHANGE
better projects, increased skills...

- The long term consequences of the intervention
- A fundamental CHANGE intended or unintended in a system or society

Your Planned Work

Your Intended Results

Process Evaluation – looks at implementation



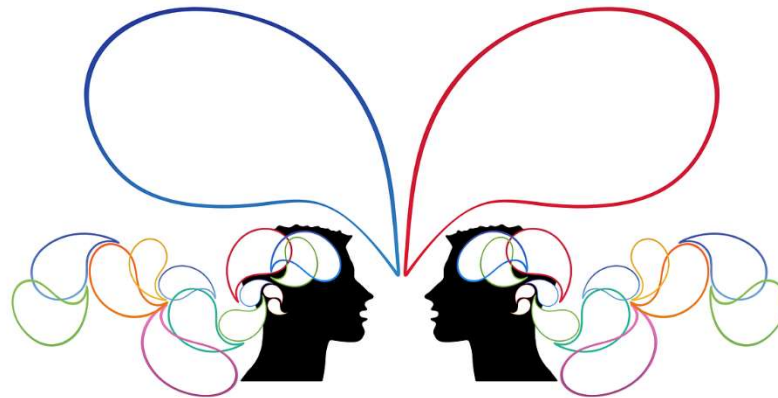
OUTCOMES ...

represent ...



Discussion:

- What does being a “learning based organization” mean to you?
- Is this something that your organization is doing at the moment?
- What is beneficial about working in this way?
Challenging?



IDEAS FOR CONDUCTING YOUR OWN EVALUATION



Evaluation doesn't have to be painful...

- Integrate it into your regular practice
- Find creative, simple and relevant tools
- USE the data
- Share the findings & celebrate success!



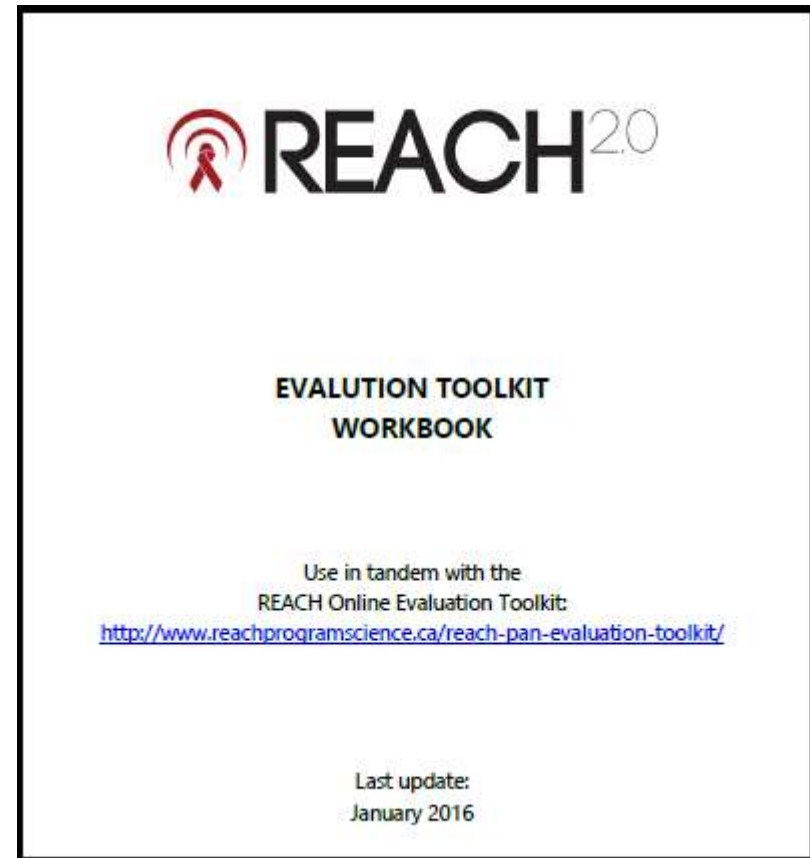
Evaluation Process

There are some steps in an evaluation – but they are not hard

Helpful guide with checklists and templates

Things to think about:

- Stakeholder engagement
- Evaluation questions
- Communication plans
- Etc.



Data Collection Tools

Can be:

- Creative
- Simple
- Relevant to your program and population



Evaluation Data Collection Tools

4. What is your level of agreement with the following statement: Because of this event, I have a better understanding of the various factors that can affect the housing and health of people living with HIV.

1



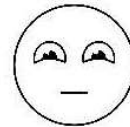
Strongly Disagree

2



Disagree

3



My level of knowledge
on this topic did not change

4



Agree

5



Strongly agree

Verbal check-in:

3 Simple Questions:

- What went well?
- What was tricky/challenging?
- Suggestions on improvement?



Make it fun, be creative...

What works for you/your organization?

NOTIFY | IDEA FEEDBACK | Este canvas está diseñado para reunir comentarios después de presentar diseños concretos o prototipos, donde el resto de los participantes (audiencia, partes interesadas, usuarios potenciales) y cualquier persona que se preocupa por la idea puede dejar su opinión sobre aspectos específicos. **Platoniq**

Nombre: _____
Fecha: _____

Me sumaría a este proyecto si...

Me gusta mucho la idea. La usaría para los cumpleaños de mi hijo de 2 años

Yo sería hasta de espectáculos si van pero convida a los meus amigos no denari que pagen e ls.

Me gustaría porque...

Me parece muy innovador y el punto artístico sin duda se veía potenciada

- potencia la cultura y permite acceder = + gente

Me gusta porque da la oportunidad de tener un espacio para actuar en público y poder ganar algo y poder ser alguien de alguien con visión y pasión con un acto de pasión

LA RETROALIMENTACIÓN FINANCIERA FUESE TRANSPARENTE

Necesitamos MAS MODELOS de CREACIÓN DE CULTURA LIBRE

es una gran oportunidad para millones de personas que realmente quieren hacer algo pero no saben cómo hacerlo profesionalmente

Conozco algo similar, echa un vistazo a:

MICROTEATRO DE BARROS

Creo que esto podría mejorar mediante...

USAR ESPACIOS SEMI-PÚBLICOS PATIOS NAUTABA Y TERRAZAS

COPIAR MODELOS DE ESPACIOS + REGULADOS COMO BARROS Y PABLO TEATRO

REDESAR/INVESTIGAR SE INICIA CON UNO PABLO EN UNO QUE SHAN FET A UNO DE ESTOS TENDR LA CULTURA DEL CIRCUITO DE LOS HABITUALES → por recoger ideas de SUMAR

Conozco a alguien que le va a encantar:



From: Feedback Labs <http://feedbacklabs.org/blog/3tt-collecting-feedback-in-a-coworking-community-let-the-people-vote-for-their-coffee/>

Data Analysis

- Can be participatory – engage your program participants and stakeholders
- Makes end product more relevant and useful



Data Party!

Opportunities for key stakeholders to reflect on and provide input on analysis and findings



Kylie Hutchinson
@EvaluationMaven

Following

An #eval data party is like colouring. We can do the black and white lines, but sometimes it's the stakeholders who add the colour with their additional interpretation.



10:15 AM - 10 Apr 2016

12 Retweets 39 Likes



12

39



Use your evaluation findings!

Tool for program planning and implementation





Share what you have learned

**With colleagues, members,
other stakeholders**



Integrate learnings into services and programs

**Regularly revisit
recommendations and
measure progress:
Don't let all the hard work
you did on the evaluation
be for nothing!!**

A photograph of a desert landscape with a sign that says "Thank you for your visit" and several animal skulls on the ground. The sign is made of a piece of wood or metal and is propped up by several large, reddish-brown rocks. The ground is dry and sandy, with some scattered rocks and small plants. In the background, there are some bare, gnarled trees. The overall scene is desolate and suggests a harsh, arid environment.

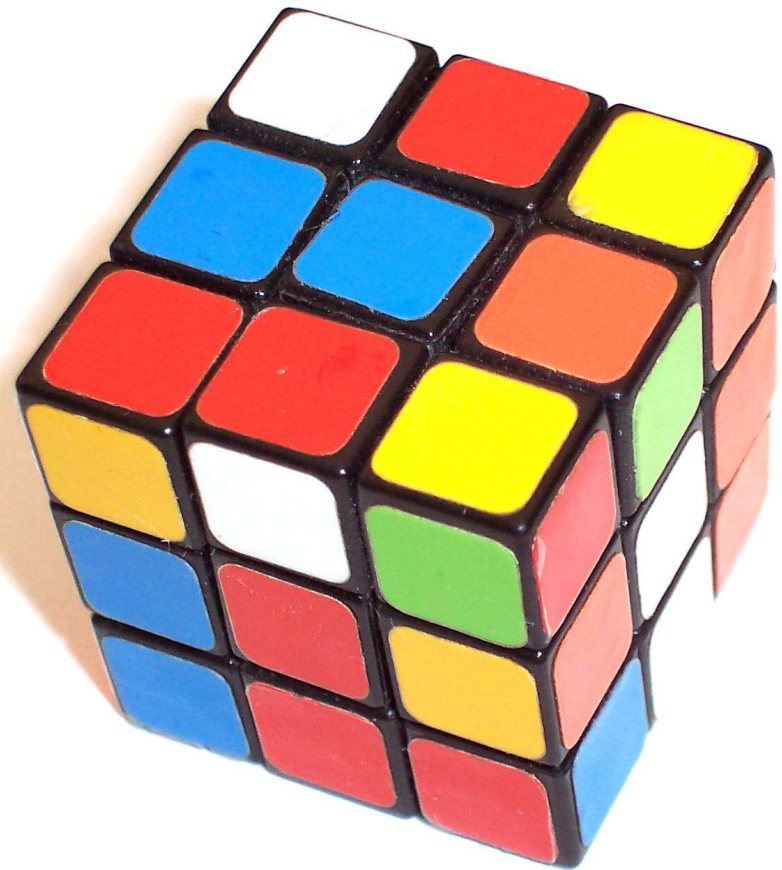
**Thank you for
your visit**

What else do we need to know?



Keep Going!

Persistence pays off



Where to go if you need help?



PAN website has a great resource page for evaluation!

PAN's Recommended Kick-off to Evaluation

Building Evaluative Thinking

1. [Evaluation for Leaders](#) by Kylie Hutchinson & Chris Lovato
 - This is "a mobile learning course that is designed to quickly increase your understanding and appreciation of evaluation. The goal of the course is not to teach you how to do evaluation, but rather how to better use evaluation in your day-to-day decision-making and organization overall. At the end of the course you'll have a greater appreciation for how you can better support evaluation in your organization so it can better support you."

Participatory Approach to Evaluation

2. [Participatory Evaluation](#) by Community Tool Box
 - Community Tool Box, a service of Centre for Community Health and Development at the University of Kansas, is a great tool for community development and provides resources on assessing community needs and resources; addressing social determinants of health; engaging stakeholders; action planning; building leadership; improving cultural competency; planning an evaluation; and sustaining your efforts over time.
 - Chapter 36 is on evaluation, but particularly, section 6 of this chapter provides information on participatory evaluation. This particular approach allows evaluators to involve participants in the evaluation and as a result brings benefits to the project's final outcomes.
3. [Participatory Evaluation Primer](#) by PAN
 - A primer was built by PAN to introduce participatory approach to a team of peer evaluators working on PLDI Impact Evaluation. This may be a useful introductory tool for other teams who are looking to take on a participatory approach to evaluation.

"How-To" Guides on Evaluation

4. [The Step-by-Step Guide to Evaluation: How to Become Savvy Evaluation Consumers](#) by W. K. Kellogg Foundation
 - This step-by-step guidebook has everything you may want to know about evaluation - from evaluative thinking to planning, designing and doing

<https://pacificaidsnetwork.org/files/2018/06/PAN-Recommended-Kickoff-to-Eval-June2018.pdf>

CASE STUDY: NORTHERN HEALTH SHARED MEASUREMENT EVALUATION



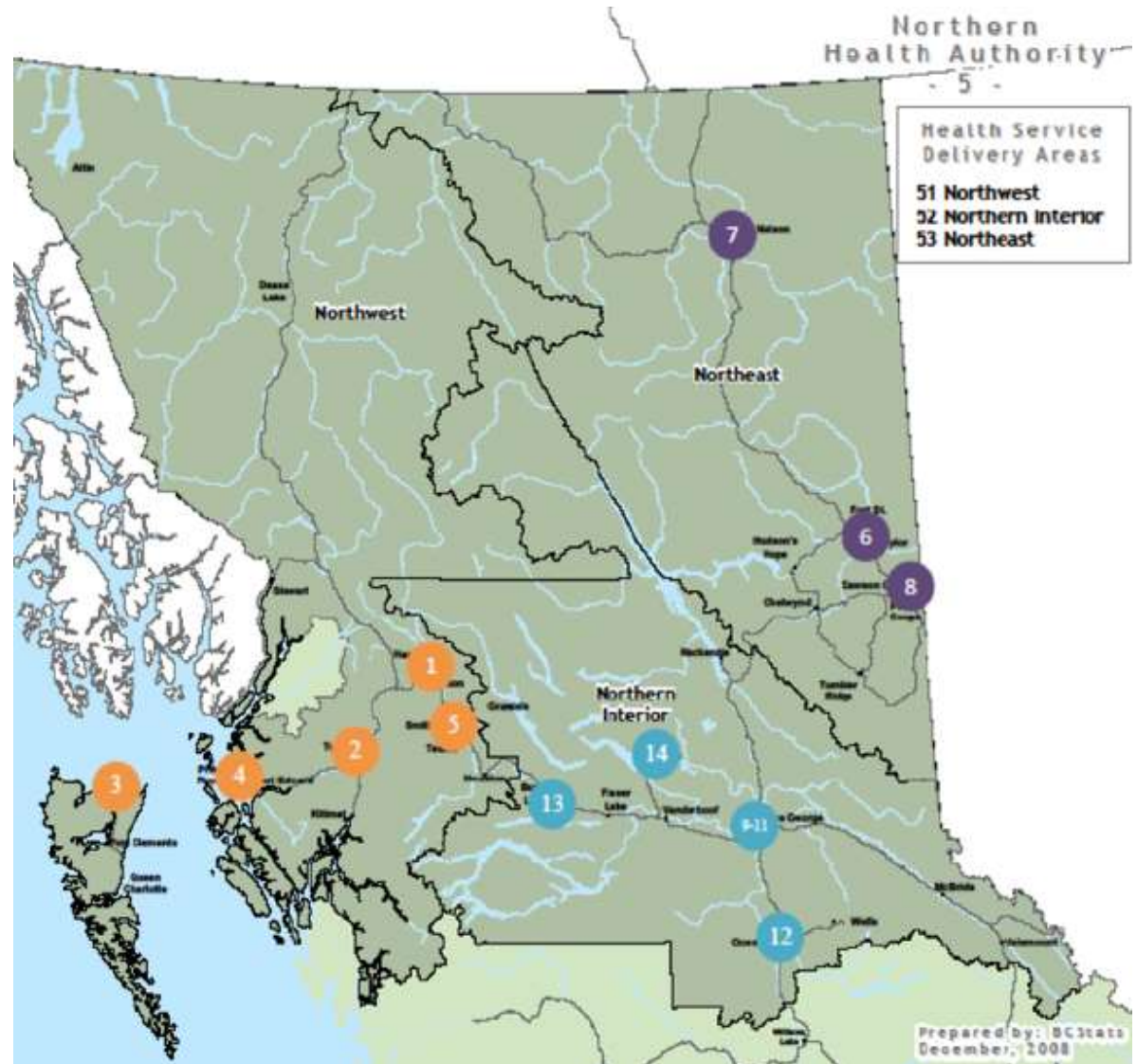
NH Process

Northern
Health

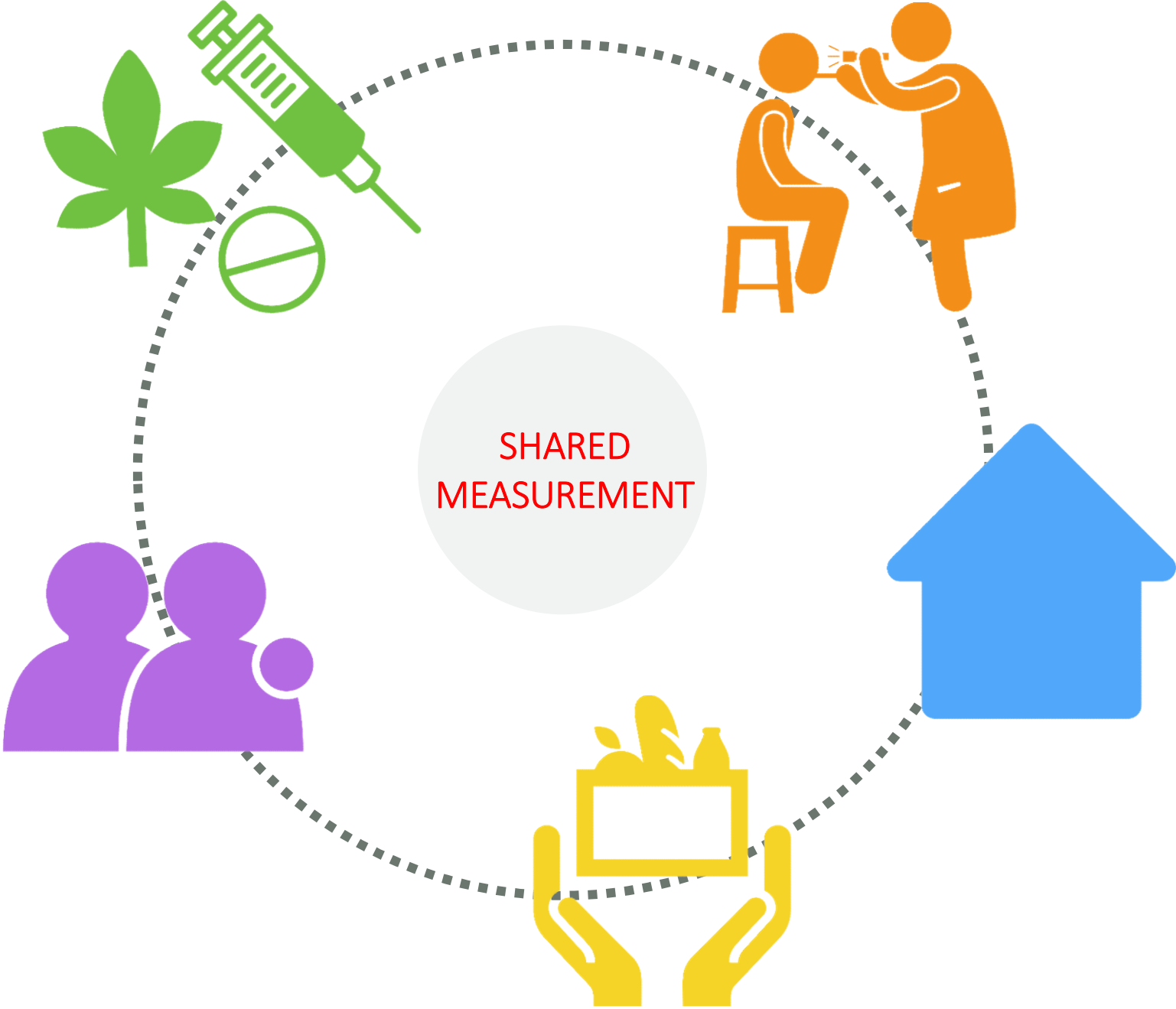
Specialized
Support
Team

First Nations
Health
Authority

PAN

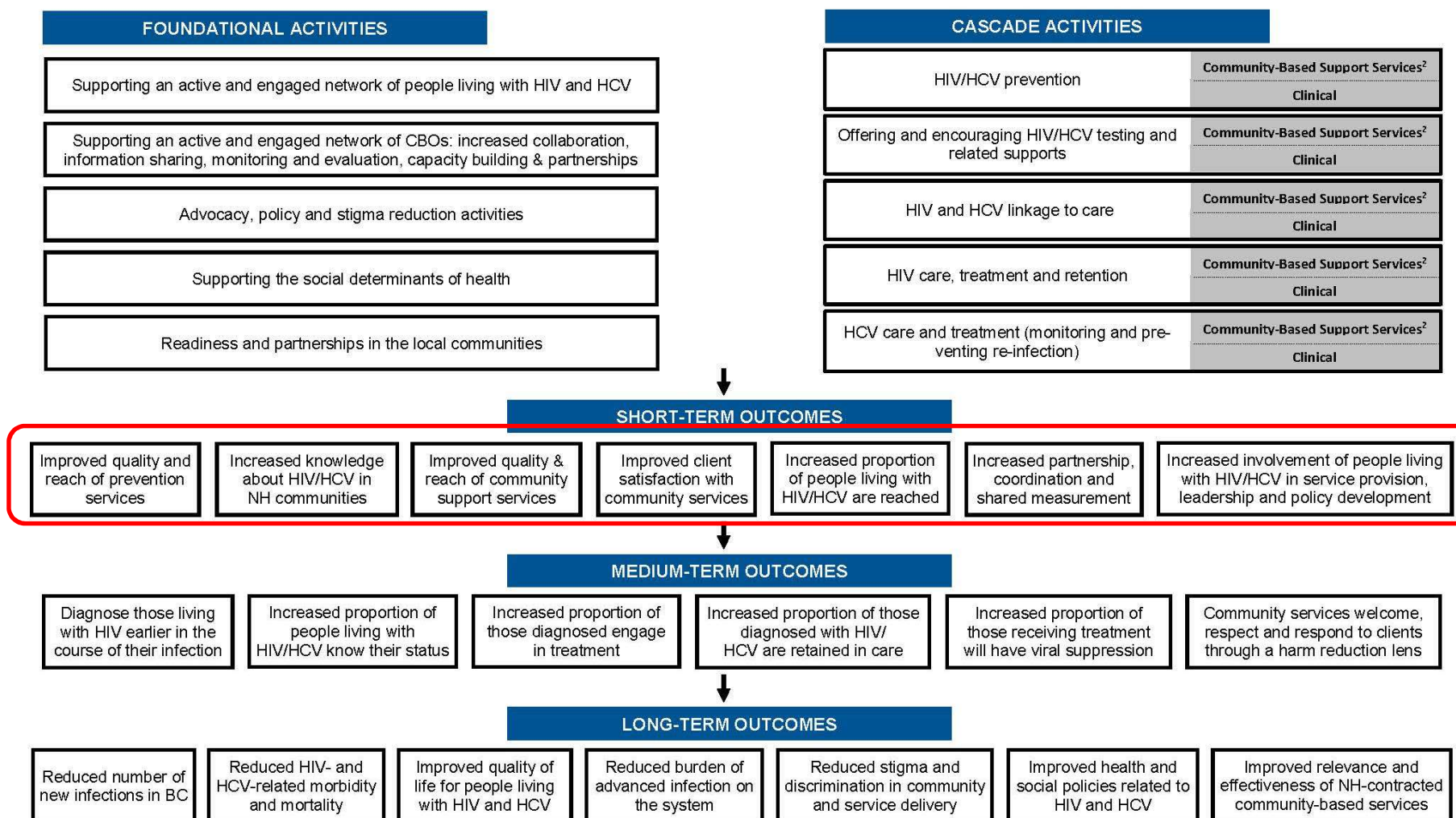


SHARED
MEASUREMENT



Northern Health Logic Model

Draft Logic Model: Northern Health Community-Based HIV and HCV Response¹



Data Place Mats

Key Findings: Northern Health HIV & Hepatitis C Shared Measurement Evaluation



Background Information

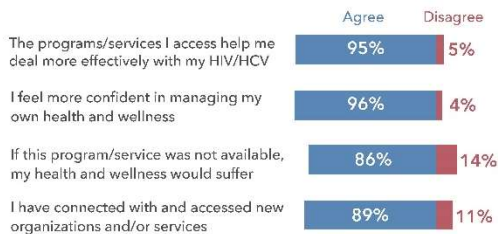
In October 2016, Northern Health awarded funding to community-based and First Nations health organizations to offer education, prevention/harm reduction, testing, case management, treatment and support services. NH committed to build a shared measurement system in which contracted organizations used common measures to assess progress towards goals. Shared measures allowed for the assessment of relative effectiveness and collective impact of the contracted services. PAN was contracted to lead the evaluation.

Client Survey Findings (n = 145)

How well are clients' needs met? Do services feel safe?



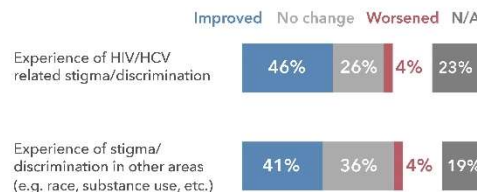
How have programs/services impacted clients' lives?



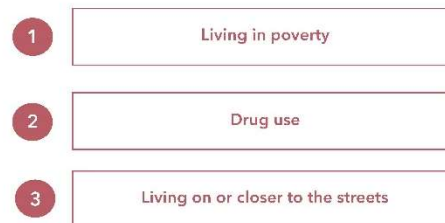
What do service providers do well?



Did clients experience changes in stigma/discrimination?



What contributes to stigma/discrimination (beyond HIV/HCV)?



What barriers do clients face in accessing services?



Organization Survey Findings (n = 12)

How were people with lived experience (PWLE) engaged?



Suggestions to improve PWLE engagement:

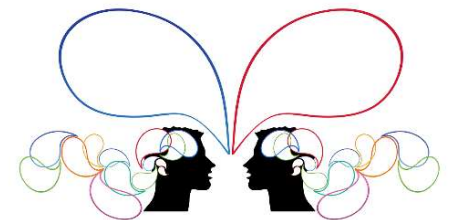
- connecting with patient navigator programs;
- seeking funding to provide capacity/skills building; and
- building trust and reducing stigma related to HIV/HCV.

How can you use these findings to inform your work?



Small Group Discussion:

- How have you integrated evaluation into your work/organization?
- Are there any interesting tools or methods you are using?
- Was there anything interesting about the data presented about the Northern Health Shared Measurement evaluations?
- What do you still have questions about?



Evaluation of this Session:

1. Take three stickies
2. Reflect and write (one thought on each sticky):
 - a. What worked really well about this session?
 - b. What did you learn?
 - c. What are you still wondering about?
3. Place them up on the flipchart paper
4. Group reflection



THANK YOU!

Questions?

Feel free to connect!

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Mona: Mona@pacificaidnetwork.org

