Introduction to Evaluation
on a “Shoestring Budget”

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Welcome

• Goals for today
  » Understand the purpose of evaluation
  » Become familiar with common evaluation terminology
  » Gain “hands-on” experience with logic models
  » Practice writing SMART objectives
That’s me!

• **Stand up (or raise your hand)**
  » I am new to evaluation.
  » I’ve created logic models before.
  » Our program has clear outcomes that we all know and agree to.
  » What on earth is a logic model?
  » My funder requires me to do evaluation, but we don’t know where to start.
Introduction to Evaluation

• Process and Outcome
• Formative and Summative
• Monitoring and Evaluation (M&E)
• Variables and Results
• Basic Research
• Applied Research
• Quality Improvement (QI)
• Total Quality Management (TQM)
• Performance Based Outcomes
Why Evaluation Matters

- What gets measured gets done.
- If you don’t measure results, you can’t tell success from failure.
- If you can’t see success, you can’t reward it.
- If you can’t reward success, you may be rewarding failure.
- If you can’t see success, you can’t learn from it.
- If you can’t recognize failure, you can’t correct it.
- If you can demonstrate results, you can win public support.

Osborne and Gaebler, 1992
Integrating Planning and Evaluation

1. Planning
2. Implementing

Evaluating
Logic Model

• Road map for what you are doing
• Often required
• Helps you think through the process
  » Resources
  » Interventions
  » Impacts
  » Evaluation strategies
• One page snap-shot
Reading a Logic model

Developing a Logic model

Resources (Inputs)
- Time
- Staff
- $ (Money)

Activities
- Recruit
- Develop
- Support
- Survey

Outputs
- Meetings
- Media
- Petitions
- Support
- Rainbow-papers

Outcomes
- Short Intermediate

Intended Results
- Tobacco-free Pride policy

Long Term Impacts
- Reduced tobacco industry marketing exposure
New Mexico’s STOMP

- **Stop Tobacco On My People**
- One of several state disparity networks
- Funded by NM Dept. of Health
- **Goals**
  - Reduce tobacco disparities and improve health for LGBTIQ communities
  - Raise awareness of tobacco within LGBTIQ communities
  - Improve cultural competency of healthcare providers
  - Develop community’s capacity for tobacco control advocacy
Brainstorm STOMP Logic Model

Logic Model for New Mexico Stop Tobacco on My People (STOMP) LGBTQI Committee Initiatives

RESOURCES
ACTIVITIES
OUTPUTS

OUTCOMES

SHORT-TERM  INTERMEDIATE  LONG-TERM

- Improve cultural competency of health providers
- Reduce disparities and reduced morbidity and mortality in LGBTQI communities
- Increase communities’ capacity for providing tobacco-related advocacy
- Raise awareness of tobacco within LGBTQI communities

RESOURCES
ACTIVITIES
OUTPUTS
Group Activity: STOMP

- Break into small groups of 3-4 people
- Create a logic model for STOMP
- You have ten minutes!
Getting SMART about objectives

- **Specific**
- **Measureable**
- **Achievable**
- **Realistic**
- **Time-bound**
Writing Measurable Objectives

To *increase* [admissions] 10 percent *by* June 30, 2009.

(verb) (specific target) (date)

• Leave no doubt
  » what is measured (indicators)
  » by how much
  » by when
Writing Objectives

• **Useful verbs**
  » To increase, add, develop, expand, enlarge
  » To decrease, reduce, lessen, diminish
  » To advertise, publicize
  » To start, create, initiate, begin, establish

• **Avoid vague terms---”to help” “to assist” “to promote”**
Group Activity: Writing Objectives

• Break into small groups of 3-4 people
• Come up with an objective from your own work
• Compare within your group
Basic Evaluation Terminology

Monitoring
Evaluation
M&E
Goal
Objectives
Logic model
Theory of change
Outcome
Output
Activity
Indicator
Where does evaluation fit?

From beginning to end

Taylor-Powell & Henert, 2008
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References
