

Part II:

Program evaluation is program improvement

A transformational journey with
Dr. Mo

<http://4drmo.com>

**“To improve is to change;
To be perfect is to change often.”**

-Winston Churchill



Improve by Asking Questions

- You will be surprised as to what you will find out if:
 - You ask the right question (*input*),
 - At the right time (*process*),
 - To the right person,
 - To get the right answer (*output/impact*), and
 - To get to the right result (*outcome*).

Types of Questions

- Purposeful questions
- Concrete questions precise and unambiguous
- Open-ended
- Closed-ended

Questions

- Some measures could be easily quantified.
 - How much saving do you have?
- Others you have to development a scale
 - How happy you are? (Likert-type scales)
 - Level of agreement, happiness, etc.

Examples of Insightful Questions

- Would you marry yourself?
- Would you hire yourself?
- Would you hire your spouse as your vice president?
- How many phone numbers do you have in your cell phone?

Great questions are gold

Your Peace was Disturbed

- Today your boss called you in the office and handed you a Request For Proposal (RFP).
- It is about reducing suicide among college students.
- It is important that you receive funding.
- Your boss tells you that if they do not receive additional funding, someone will lose their job.

What Do You Do Now?

- Do you panic? Will you lose your job?
- You go home straight to your bedroom and cry your heart out.
- You call your mom and dad. They reassure you that you will overcome this obstacle.
- Your dad reminds you how you walked home alone when you were only 6, while mom forgot to pick you up at school.



You call your best friend and cry and ask for help. She gives you the magic phone number? Who are you going to call...?

Evaluation is FUN!

- Call Dr. Mo at 949-292-5888 for free advice.



Collaborate to Evaluate

Each one of us, is no better than the
rest of us

Get engaged with your program evaluator

- When the program and evaluation get **engaged**, you end up with a program evaluator.
- Choose your evaluator carefully, because you may end up marrying them.

What is an RFP?

- Request for Proposals (RFPs) are applications to get funding for health problems, services, and programs.
 - Teen pregnancy evaluation from TCWF
 - Improving immunization rates
 - Smoking prevention/cessation- Tobacco-Related Disease Research Program
 - Reducing suicide
 - HIV/AIDS- Henry J. Kaiser Family Foundation

RFP from SAMHSA

- Substance Abuse & Mental Health Services Administration
- Reducing suicide among college students

Evaluation Purpose

- Evaluation focuses on the *purpose* of the information being collected.
 - What do you want to know?
 - What questions do you want answered?
 - How and when are you going to ask them?
 - What are you going to do with the results?
 - Who is going to use it?
 - Does it have any “Relevance” to the real world?
 - What if I don’t ask this question?

What to evaluate?

- Performance
 - Efforts
 - Effectiveness
 - Efficiency
- Value
 - Benefit at the macro level
 - Benefit at the micro level
 - Justify continuation

What to count?

Not everything that can be counted counts
and not everything that counts, can be
counted.

Albert Einstein

If I'd known they wanted me to use all this info - I would never have asked for it!



Julie
©

What First?

- To evaluate you need to first develop:
 - Objectives
 - Action plan
 - Identify major interventions
 - Identify indicators
 - Expected performance outcomes

Preparing for Zen Evaluation

Program title: Suicide prevention among college students.

- What to evaluate?
- Who to evaluate?
- When to evaluate?
- How to evaluate?

What to Evaluate? The Indicators

- Indicators are measurements that answer your evaluation questions.
- We can pre-determine indicators for suicide such as:
 - Loneliness and isolation
 - Poor academic performance
 - Depression
 - Helplessness

What to Evaluate? The Suicide Prevention Workshops

- Objective is to teach suicide prevention strategies of questioning, persuading, and referring (QPR) training.
- Evaluation method is a pre- and post-test questionnaire.

Examples of Process Questions

1. Demographic information
2. Registration logs (quantitative)
3. Attendance (Quantitative)
4. Questions about the logistics

More questions

1. How did you learn about this event?
2. Would you attend a similar workshop in the future?
3. Would you recommend this workshop to your colleagues and friends?
4. Solicit suggestions on weakness and strengths of the workshop. (Qualitative)
5. Open ended comments. (Qualitative)

What Outcomes to Evaluate?

- By June 30, 2010, conduct suicide prevention training workshops for 5,000 students and 400 faculty members to increase their knowledge of QPR by 50%, measured by registration log and pre- and post-test.
- By June 30, 2010, conduct 15 student focus groups to collect assessment data and recommendations for program implementation.

What to Evaluate?

Immediate Outcomes

- What did they learn?
- Do they know **how to use** what they have learned?
- What do they **intend** to do with what they have learned?

What to Evaluate?

Long-Term Outcome

- Reduction of the number of attempted suicide cases.
- Reduction of the number of suicide cases.
- Can you help me to formulate measurable objectives?

What to evaluate?

The inside context

- Communication
- Management style
- Staff competence
- The system

The outside context

The economy, the layoffs, the environment

Who to evaluate?

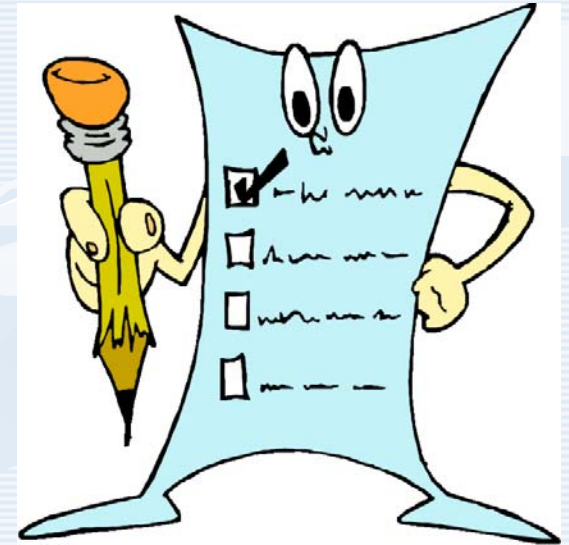
- Who is your target?
 1. Students
 2. Clients
 3. Staff
 4. Faculty

When to evaluate?

- Quasi-experimental design pre and post test
 - This is an experimental design comparing nonequivalent groups and do not involve random assignment to intervention and control group.
- Non-experimental/observational design

Data Collection Methods

- Surveying electronically or via mail
- Interview
- Observational
- Focus group
- Testing
- Testimonials, logs, minutes of meeting
- Expert panel interview



Any Questions?

- Any suggestions
- How am I doing?
- Are you sitting on another question? Let me know!

