



Utilizing Measurement Tools & Outcomes Data

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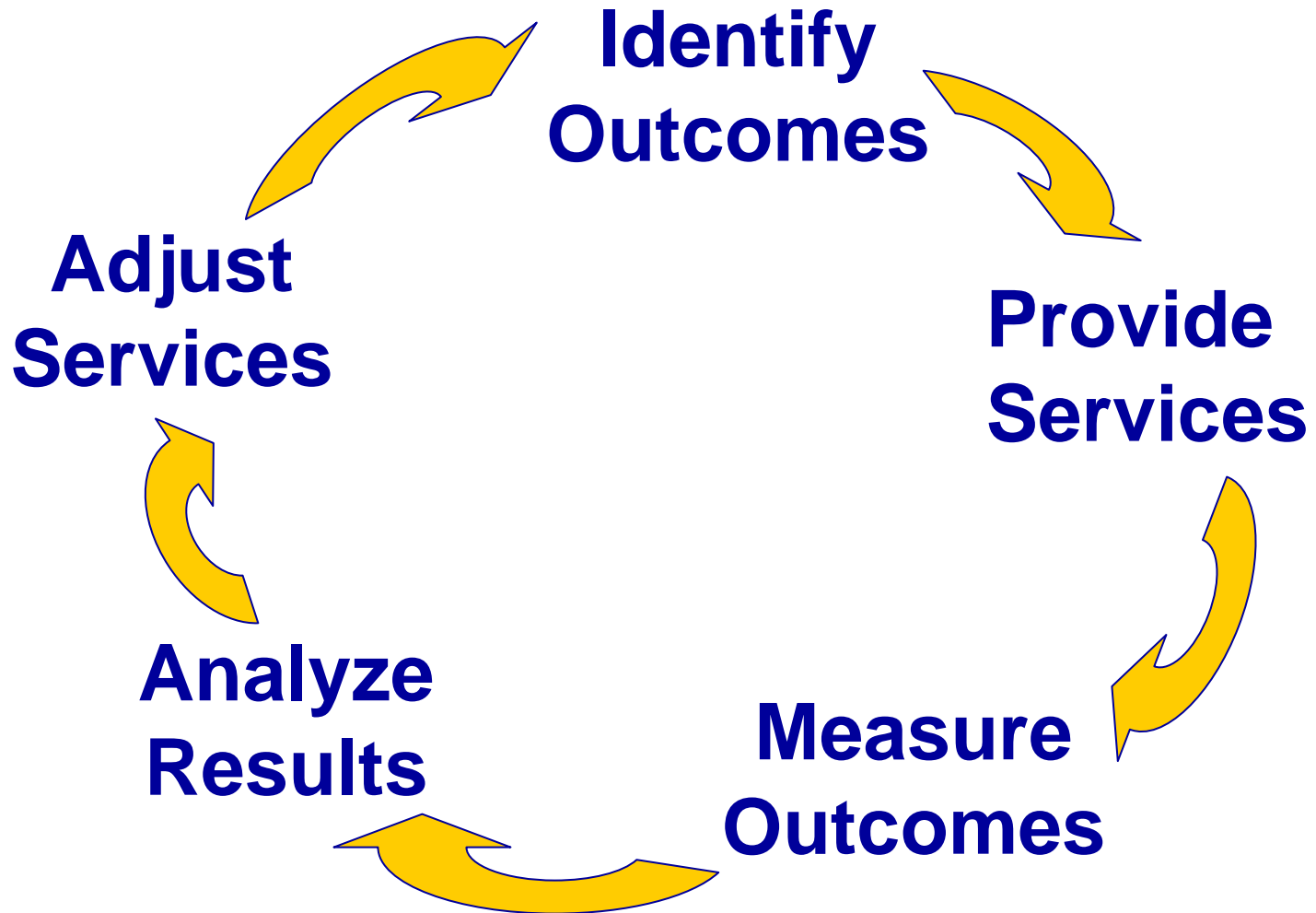
FRIENDS National Resource Center for Community Based Child Abuse Prevention

A Service of the Children's Bureau

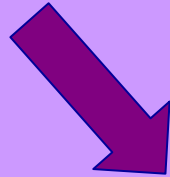
Desired Outcomes

- Understanding the basic selection of measurement tools
- Understanding the role data plays in evaluation
- Learn ways to report data
- Gain knowledge of the Logic Model Builder and Evaluation Toolkit Resources

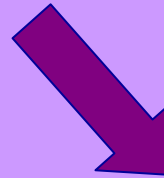
Outcome Accountability Process



Outcomes



Indicators



Measures

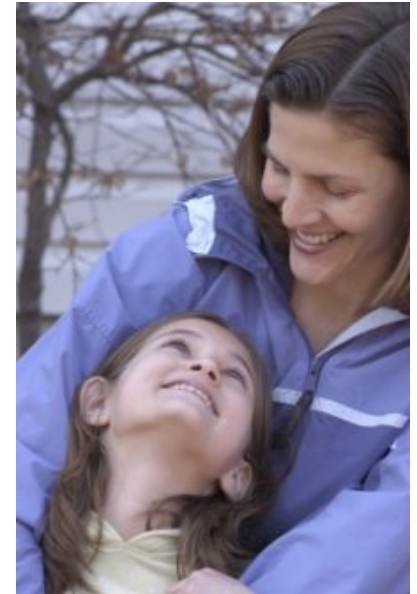
Selecting Measurement Tools

Is the tool...

- linked to outcomes?
- culturally appropriate?
- practical?

Does your agency have the
time and money to use it?


The FRIENDS Evaluation Toolkit has resources
to assist in tool identification




Measurement Tools

The mechanisms used to “test” whether or not the indicator was achieved.

Outcome: The student knows the multiplication tables up to 12



Indicator: The student correctly responds to 90% of the problems in the tables



Measure: The Tedious Tables Test, pg. 232, *Nuts about Numbers* text book

Pitcher improves performance

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graph TD; A[Pitcher improves performance] --> B[Increase in accuracy]; A --> C[Increase in speed]; A --> D[Increase in strike-outs]; B --> E[Umpire calls]; C --> F[Speed gun]; D --> G[Umpire calls and score sheet];
```

Increase in accuracy

Umpire calls

Increase in speed

Speed gun

Increase in strike-outs

Umpire calls and score sheet

**Participants foster the
social/emotional development of
their infants**



**Parents correctly identify their infants
verbal and non-verbal cues**



**Subscale 3 on the NCAST PCI
Feeding and Teaching Scales.**

Types of Items

- Existing Records
- Simple Counts and Checklists
- Likert Scale
- Fill in the Blank
- Family and Staff Comparisons
- Retrospective Questions

Public Agency Records

- **Police Reports**
- **CPS Records**
- **Court Records**
- **School Records**



Likert Scale

Usually a 1 to 9 point scale with anchors at each point

Example:

How stressed are you as a result of caring for your child with special needs?

**Not at all
Stressed**

**Somewhat
Stressed**

**Moderately
Stressed**

**Very
Stressed**

**Extremely
Stressed**

1

2

3

4

5

Surveys and Questionnaires

How much do you agree with the following?

Sometimes my baby cries just to be mean to me.

Strongly Agree

Strongly Disagree

1

2

3

4

5

6

7

When infants cry, you should to go to them right away.

Strongly Agree

Strongly Disagree

1

2

3

4

5

6

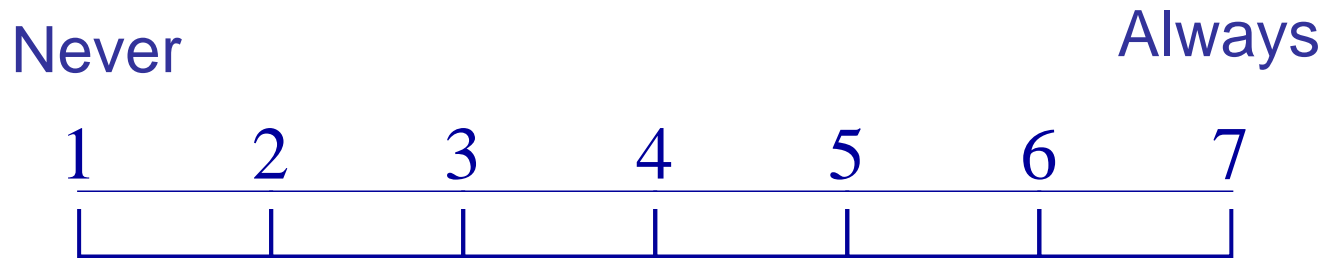
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What are 4 things to look for in choosing day care?

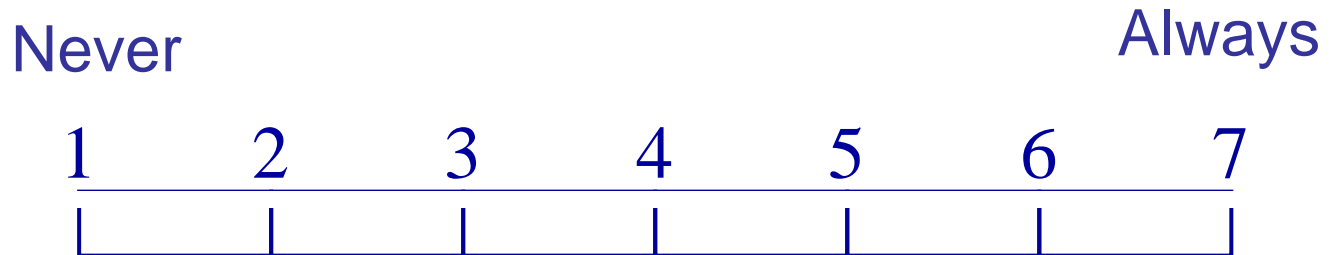
1. _____ 2. _____ 3. _____ 4. _____

Family and Staff Comparisons

Does your child follow directions the first or second time you ask?



Does the child follow directions the first or second time the parent asks?



Retrospective pre-tests

- Ask respondents to “look back” and rate themselves before they began service
- Can sometimes provide more accurate assessment of pre-service skills and/or knowledge after receiving service
- Enable immediate pre-post comparison data

Sample Retrospective Item

1a. *Before* participating in this program: I understood what was typical behavior for my child at his/her age.

Strongly Disagree

Strongly Agree

1

2

3

4

5

6

7

1b. *After* participating in this program: I understand what is typical behavior for my child at his/her age.

Strongly Disagree

Strongly Agree

1

2

3

4

5

6

7

Other Advantages of the Retrospective Pre-test Model

- Allows for collecting data from participants who started the program prior to your evaluation design.
- Allows time for participants to develop trust.

Challenges in Retrospective Pre-Test

- Method is fairly new
- The use of retrospective pre-testing is controversial for some agencies
- Some researchers challenge validity

Qualitative Data

- Qualitative data can be gathered with open-ended questions
- Allows information sharing that many evaluation tools cannot capture
 - surveys
 - personal interviews
 - focus groups
- Provides quotes that can be used to ‘flesh-out’ reports on quantitative data.

Qualitative Data

- Qualitative data can be quantified
 - Count instances that participants reported on similar outcomes/issues/concerns
- Qualitative data should inform future evaluation efforts.
 - If it reveals a theme, you may want to include survey items related to that theme in future quantitative items in surveys.

Program Evaluation and Participant Demographics

- Staffing patterns
- Staff training
- Model fidelity

- Demographics
- Service “Dose”
- Participant Satisfaction

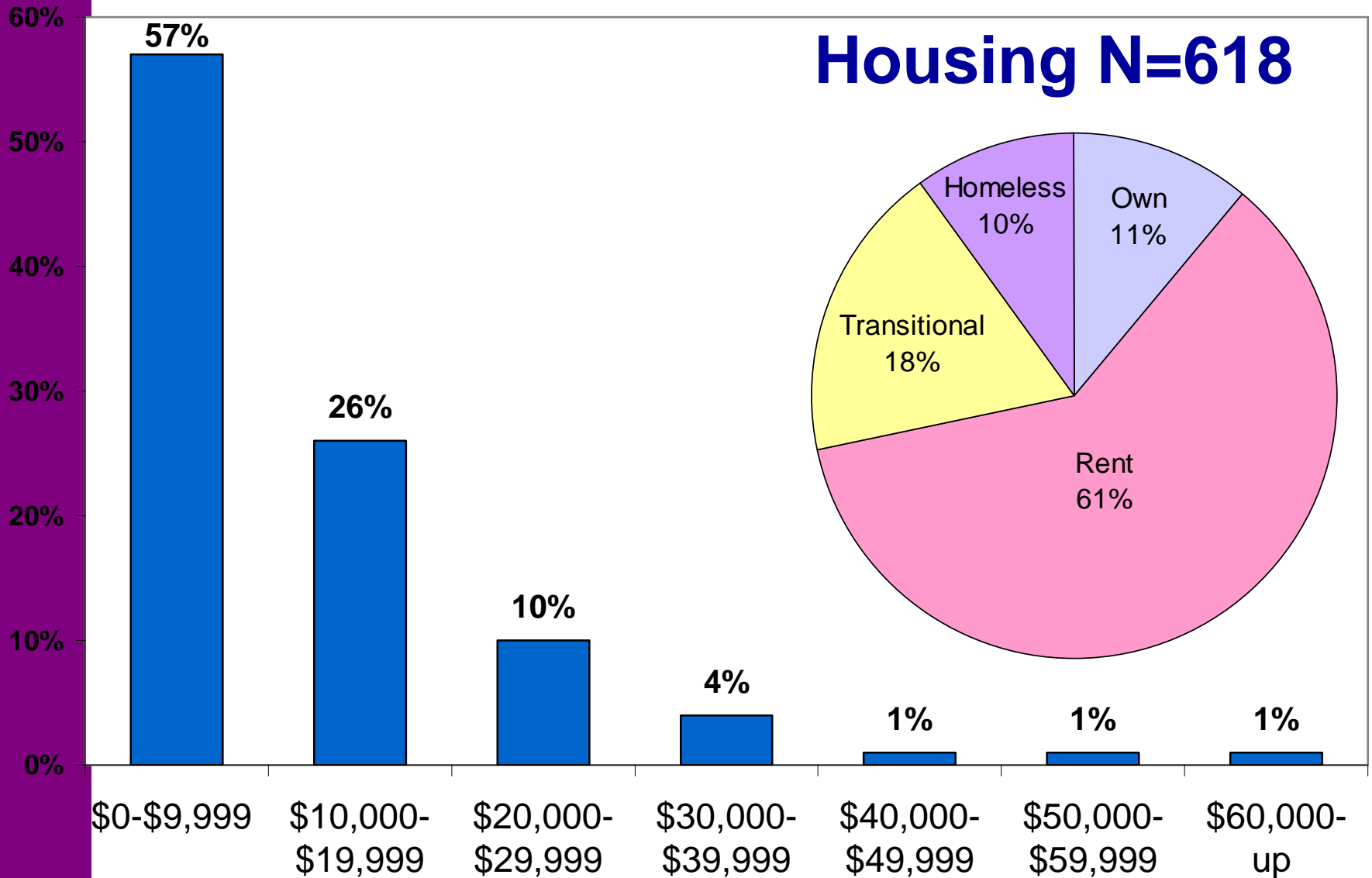


Putting Outcome Data to Work

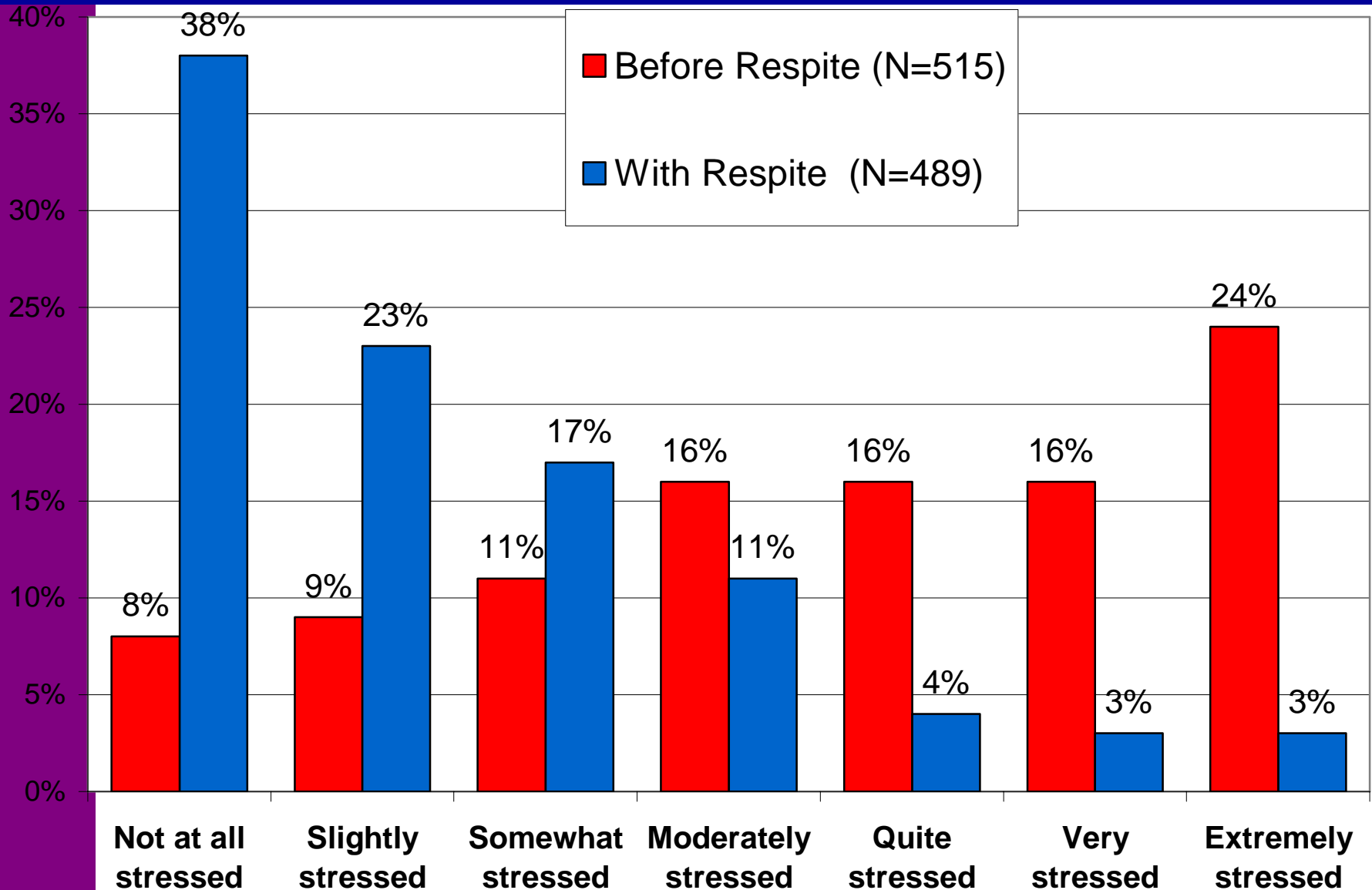
- Learning which aspects of your program are working
- Learning which aspects of your program need adjusting
- Telling your story



Family Income N=610



Parent-Reported Stress Levels



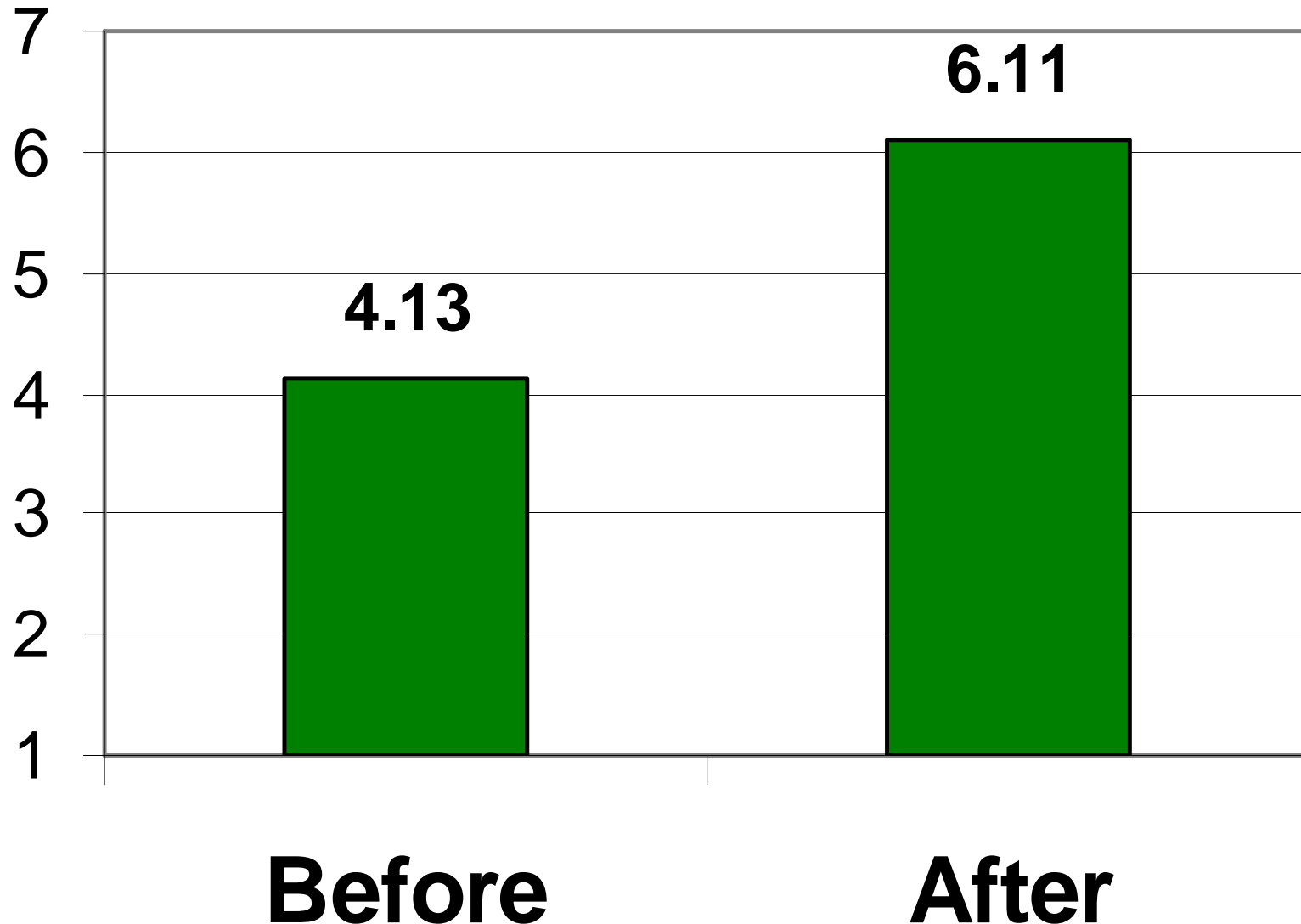
What would you have done if Crisis Care had not been available? (N=571)

Left child unattended	4%
Delay attending to family medical needs	6%
Missed school, work or job opportunity	6%
Kept child with me in possibly dangerous situation	9%
Requested a foster care placement	9%
Left child in the care of another child	11%
Left child with an inappropriate caregiver	14%
Kept child in an inappropriate situation	20%
Other	21%

I know who to contact in the community when I need help. N=574

Strongly Agree

Strongly Disagree



Evaluation Toolkit & Logic Model Builder

- Purpose: To Assist prevention programs in evaluating effectiveness
- *The Evaluation Tool Kit helps programs have a comprehensive understanding of Evaluation*
- <http://www.friendsnrc.org/outcome/toolkit/index.htm>

Evaluation Toolkit & Logic Model Builder

- The Logic Model Builder was a collaborative effort of the FRIENDS National Resource Center for Community Based Child Abuse Prevention, who developed the content, and the Child Welfare Information Gateway who developed the database.

Links:

<http://childwelfare.gov/preventing/developing/toolkit/>

or

<http://www.friendsnrc.org/outcome/toolkit/builder.htm>

Contact Information

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