



# Using Evaluation to Strengthen Your Program

**FRIENDS National Resource Center for Community Based Child Abuse Prevention**

*A Service of the Children's Bureau, a member of the T/TA network*

[www.friendsnrc.org](http://www.friendsnrc.org)



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## Desired Outcomes

- Understand definitions of key terms
- Gain resources to research existing evidence-based and evidence-informed practices
- Be aware of the basic components of Logic Models
- Understand the interaction of Logic Models, CQI, and Evaluation Planning in strengthening all practices

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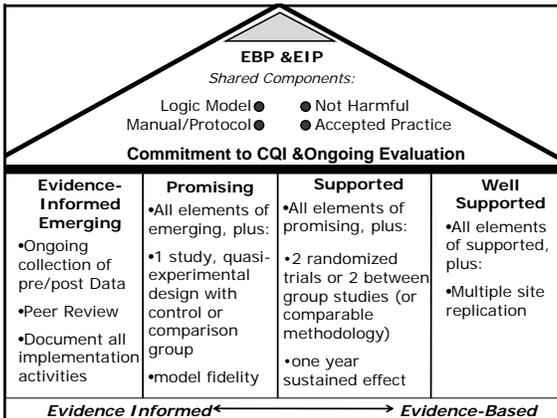
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## Manuals and Protocols

- Should pass the “joined the circus test”
- Benefits include sustainability and program consistency



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## Evaluation and Evidence

- All programs started out as innovations
- Evaluation is the key that moved them on the continuum



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## Understanding Effective Practices



- Effective implementation requires thoughtful planning
- Initial Steps help ensure successful implementation

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## Continuous Quality Improvement is . . .

CQI is a process to ensure programs are systematically and intentionally increasing positive outcomes for the families they serve.

"People often say, 'if it ain't broke, don't fix it,' but CQI emphasizes that all processes, even if they are not "broken," can be improved." \*\*

\*\*From USING CONTINUOUS QUALITY IMPROVEMENT TO IMPROVE CHILD WELFARE PRACTICE: A Framework for Implementation, Casey Family Programs, and the National Child Welfare Resource Center for Organizational Improvement, 2005)

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## The Plan, Do, Study, Act Cycle

### Plan Services

- Needs assessment
- Logic Model
- EBP/EIP selection and/or development
- Evaluation plan



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## The Plan, Do, Study, Act Cycle, cont.

### Do Provide services

- Hire, train and supervise staff
- Document activities
- Monitor fidelity
- Collect data
  - formally
  - informally



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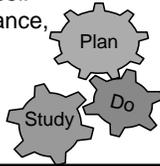
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## The Plan, Do, Study, Act Cycle, cont.

### Study your data

- formally, in the course of staff supervision, full staff meetings, board meetings, and
- informally, through daily discussions with staff and participants; self-assessment of job performance, observation of day-to-day participant progress and satisfaction.



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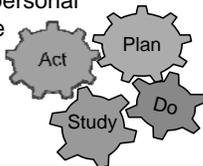
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## The Plan, Do, Study, Act Cycle, cont.

### Act by adjusting practices

- formally, at the agency level by adopting new practices, programs, policies and procedures based on findings
- informally, by making personal adjustments to improve job performance



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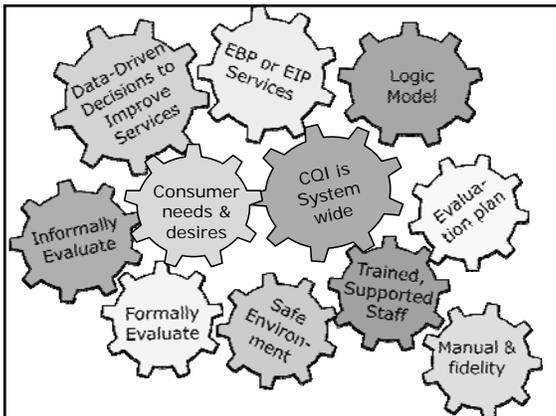
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## Data Driven Decision Making

Data collection results are reported to all stakeholders

Stakeholders review data

- Analyze findings
- Plan and implement improvements to program services



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## Logic Models and CQI

CQI requires a strong evaluation component for the wheels to run effectively

Logic Models are a big part of the puzzle

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**A Program Map?**

**Yes!**

**A logic Model outlines:**

- Where** you want to go.
- How** you plan to get there
- What** will you see that tells you you've arrived at your destination

If we do this . . . Then this will happen . . .

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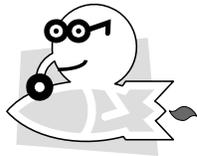
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**A tool for planning evaluations?**



A logic model can specify the tools that will be used to measure to what degree you achieved your desired outcomes

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- Vision
- Population; Population needs & Desires
- Service Strategies
- Resources
- Assumptions
- Outcomes
- Indicators
- Measurement Tools



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### **Challenges in Evaluating Outcomes**

- Claiming responsibility for preventing negative outcomes or things that didn't happen



- Showing long-term growth within a short and rigid time-frame



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## 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.

- <http://www.friendsnrc.org/outcome/toolkit/annot.htm> )

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## Evaluation and Implementation Planning

- **Careful documentation and planning help programs stay on track**
- **Provides a blueprint for activities and helps build a program manual**
- **Clearly outlines why activities are completed helping to educate staff and partners**

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## Program Staff

- **Hiring**
  - Who and how many
- **Initial Training**
- **Plans for Initial Training for subsequent staff**
- **On-going Training**
- **Supervisor Training**

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## **Program Outcome Evaluation**

- **Collecting Data**
  - Selection (or construction) of measurement tools
  - Staff training in utilization (initial and on-going)
  - Data collection points
  - Defined intended sample
  - Tool administration

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## **Program Outcome Evaluation**

- **Entering Data**
  - Identifying or developing a data management system
  - Training on the data entry
- **Analyzing Data**
  - Develop and disseminate reports
  - Review results
  - Identify and implement necessary changes

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## **Program Adherence**

- **Document expectations**
  - How will the services be delivered (service dose, frequency, curriculum, etc.)
- **Assess content delivery**
  - Checklist or tool that examines the adherence to expectations

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## Program CQI

- Identify CQI activities
  - Examine research on an on-going basis
  - Identify areas for informal and formal data collection outside of the evaluation plan
  - Construct a timeline for review of data, reporting, and identification of program improvement plans

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## Appendix D

- Implementation Plan Worksheet
  - Incorporates the evaluation plan
  - Gives programs an understanding of the types of processes that should be established and documented

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## Implementation Plan Activity

- Identify responsible parties for each of the 4 areas
- Begin to visualize target dates and action steps

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## Contact Information

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