



Evidence-Based and Evidence-Informed Practice: Using Data to Strengthen Programs Tier 2

Edi Winkle, MSW

October 15, 2008



Desired Outcomes

- Understanding how logic models and data work together to strengthen current services
- Define key areas in the logic model
- Understanding how logic models help in analyzing data
- Demonstrating different mechanisms for reporting data

Strengthening Existing Programs

Wait!
I already offer a program I am interested in continuing to offer...



Where to Start

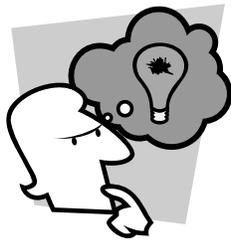
- Look at the research base and how it applies to your existing program. Does it:
 - Support the interventions you offer
 - Have resources (methodologies, evaluation tools, etc.) that could help support your work

Logic Models

- Integral component in Strengthening Programs
 - Several different models out there
 - Identified key areas to be fleshed out

Logic Model: Linking Services to Outcomes, Outcomes to Measures

- Vision
- Target Group
- Assumptions
- Services/ Activities
- Resources Needed
- Outcomes
- Measurement/ Evaluation



EGrAMS and Logic Models	
FRIENDS Term	EGrAMS Term
Outcome	Objective
Services	Activity
Indicators	Expected Outcome
Measurement Tool	Measurement

Vision	
<p>Does your logic model include your vision statement?</p> <ul style="list-style-type: none"> • Vision statements are a statement of why you are doing the work in the first place. <ul style="list-style-type: none"> - Simple, straight-forward statements - Does not need to be measurable <p>Examples:</p> <ul style="list-style-type: none"> • Stable Nurturing Families • Children Ready for School 	

Target Population	
	<ul style="list-style-type: none"> • Who are your participants? • What are their characteristics and demographics? • What are their needs? • Does your program address those needs?

Taking a Look

- Evaluate your current logic model. Do you have:
 - A Vision statement that clearly states the purpose for the project?
 - A clearly defined target population?
 - The basic needs of the target population clearly identified?

Assumptions

- Does your logic model clearly state your assumptions for your services?
 - Services should be based on what is known to be effective.



Services

- Does your logic model clearly document all your program activities and services?
 - What services are you providing?
 - What will they look like?
 - How frequently will they occur?

Services:	
<ul style="list-style-type: none"> • Twelve 1 hour parenting education sessions using the "Safe Homes" curriculum. • Access to concrete materials (such as fencing, stair gates, car seats, etc.) 	
Assumptions:	
<p>Two evaluations of the <i>Safe Homes</i> curriculum (Fisher, 2000, Hale & Carter, 2003), each conducted over a 3-year period, found that children of parents who had participated in the program were 50% less likely to experience preventable injuries than children in comparison groups.</p>	

Resources							
<ul style="list-style-type: none"> • Based on the services you have <ul style="list-style-type: none"> – What resources do you need to carry out these services? 							
<table border="1"> <tr> <td>•Money</td> <td>•Staff</td> </tr> <tr> <td>•Space</td> <td>•Curriculum</td> </tr> <tr> <td>•Materials</td> <td>•Office Support</td> </tr> </table>	•Money	•Staff	•Space	•Curriculum	•Materials	•Office Support	
•Money	•Staff						
•Space	•Curriculum						
•Materials	•Office Support						
<ul style="list-style-type: none"> – How do you get them? Direct funding, in-kind donation, collaboration? 							

Outcomes	
<ul style="list-style-type: none"> • Does your logic model clearly state your intended outcomes? • They should document: <ul style="list-style-type: none"> – Movement towards or attainment of a <i>change</i> in attitude, belief, behavior – What has changed for the people you serve as a <i>direct result of the services you offered</i>? 	

	Good outcome statements are directly related to:
	<ul style="list-style-type: none">• Needs of the target population• Funders' goals and priorities• Your mission & purpose• Services & activities

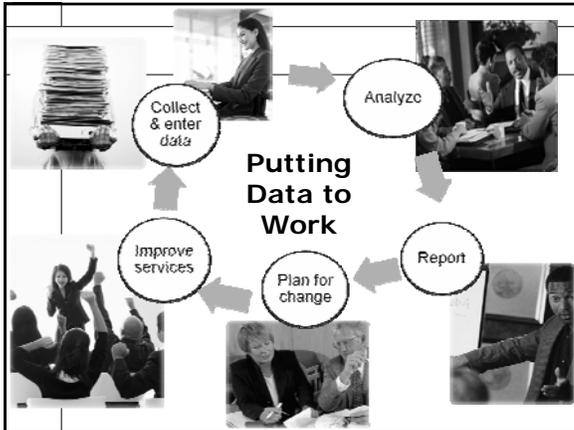
	Envisioning CHANGE
	<ul style="list-style-type: none">• If you conduct your program's activities, and succeed with participants, what do they believe, know, have or do as a result?• What one or two changes do you believe will occur in the lives of your program's participants as a result of your services?

	Outcomes
	<ul style="list-style-type: none">• Short-term• Intermediate• Long-term 

	Short-Term Outcomes
	<ul style="list-style-type: none"> • <i>Engagement outcomes:</i> First steps: gaining trust, interest and involvement • <i>Learning outcomes:</i> Changes in knowledge, attitudes, beliefs

	Intermediate Outcomes
	<p><i>Intermediate (practice):</i></p> <ul style="list-style-type: none"> • Moving from learning to action • Practicing and refining new skills • Adopting or changing behaviors

	Long-Term Outcomes
	<p><i>Long-term (integration):</i></p> <ul style="list-style-type: none"> • Consistently practicing new skills, behaviors • Impact on social, economic or environmental conditions
	



Putting Outcome Data to Work

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



Quantitative Data

- **The most frequently thought of data**
- **Easiest to compile**
- **Lends itself to comparison through graphs and charts**

Not the Whole Story

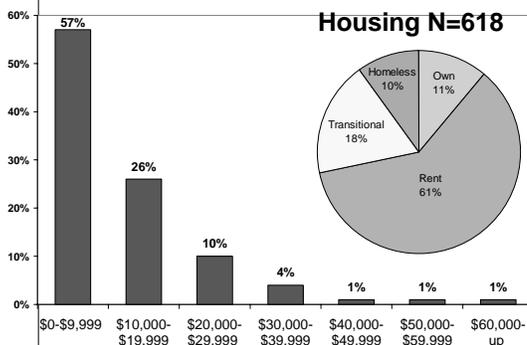
Qualitative Data

- 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.

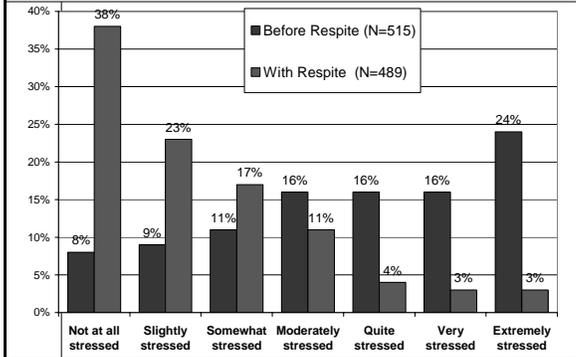
Qualitative Data

- 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.

Family Income N=610



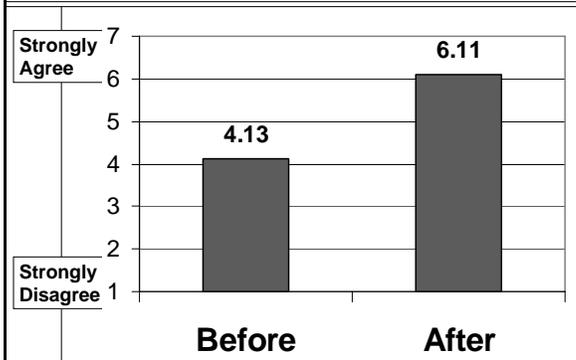
Parent-Reported Stress Levels



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



Reporting on Outcomes	
	<p>The report should include:</p> <ul style="list-style-type: none"> •Executive Summary •Body of the Report <ul style="list-style-type: none"> – Use your logic model as a map for developing this major section of the report •Conclusion

The Main Body of the Report	
	<ol style="list-style-type: none"> a) Population Targeted/Population Served b) Services Planned/Services Provided (Implementation and Fidelity) c) Outcomes Projected d) Evaluation Methodology e) Outcome Achievement f) Analysis of Results g) Future Planning

Report Activity	
	<ul style="list-style-type: none"> • In your small group, take your Logic Model and create some hypothetical results • Discuss the results with the group • Plan how you would report the outcomes and what changes you will make as a result.

Contact Information

Edi Winkle
ediwinkle@windstream.net