Community Health Matching Grant Program
Evaluation and Reporting
Why Evaluation Matters

- Evaluation is an ongoing task for your project work to be commenced at the start of the project and continue throughout the project.
- Results of the evaluation demonstrate impact of your work toward the goals.
- Evaluation adds value to your organization and to those served.
Process and Outcome Evaluation
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There are multiple types of evaluation, two common types are process and outcome evaluations.

Process Evaluation
- Describes activities, services, and/or strategies that will be delivered during implementation of the project.
- Typically this is short-term.

Outcome Evaluation
- Specifies the intended effect of the project in the target population by the end of the program.
- Focuses on the population served by the project.
- Indicates the knowledge, behavior, and/or physiological outcomes the population served will experience.
Developing & Writing Goals and Objectives
Goals

- A goal is a broad statement about the long-term expectation of what should happen as a result of your work. It serves as a foundation for developing your program objectives.

- Goals should:
  - Relate to the purpose of the grant
  - Include all facets of the program
  - Typically takes longer to complete than the project period
  - Not include anticipated numerical amounts

- Example: *Decrease tobacco use among Grand Rapids Residents*
Objectives

- An objective is a statement describing the results to be achieved, and the manner in which they will be achieved.

- Objectives should:
  - Be more precise than goals
  - Demonstrate smaller steps toward the goal
  - Outline specific changes
  - Include anticipated numerical amounts
  - Be written in the SMART format
SMART Objectives

- Objectives must use the SMART format:
  - Specific: Detailed task
  - Measurable: Quantifiable standards/parameters
  - Achievable: Feasible task
  - Realistic: Sufficient resources available to complete task
  - Time-Bound: Start and end dates

- Example of outcome objective: *By the end of the grant period, we expect a 2.5% decrease of tobacco use among Grand Rapids residents enrolled in our program*

- Example of process objective: *By the midway point of the grant period, we expect to distribute 150 pamphlets on smoking behavior to Grand Rapids clinics*
Selecting & Tracking Indicators
Indicators

- Indicators should be:
  - Based on the objectives of the project
  - Easy to measure
  - Easy to track
  - Easy to analyze
  - Remain consistent through project period

- Popular indicators can include knowledge, behavior, and/or physiological outcome
  - Examples:
    - Change in knowledge of the harms of smoking
    - Change in behavior based on packs per day smoked
    - Change in physiology measured by respiratory rate
5W’s and H of Tracking Indicators

- **Who:** Project staff can collect and analyze indicator data
- **What:** Collect quantitative and qualitative information, and take note of unexpected outcomes
- **When:** Collect data during encounters throughout the project at specific timepoints (e.g. 3, 6, 12 months)
- **Where:** Data collected should be stored in a safe, secured location to minimize the possibility of misplacing the information
- **Why:** Data collected can show how effective the project is, be used to gain additional funding, and disseminated widely to other organizations
- **How:** Hard copy or electronic are both sufficient methods to collect data, but keep in mind hard copy data must be entered electronically.
  - Free software such as Survey Monkey can be used to aid in the tracking and analysis of the data
Analyzing Indicators

- Qualitative data can be short quotes from program participants included in reporting.
- Analysis can be done using common software such as Excel or statistical software such as SPSS.
- Analysis of quantitative indicators can include the mean, median, mode, or quantitative methods (e.g. chi-square).
- Reporting of indicators can include:
  - Raw numbers (Example: three participants stopped smoking)
  - Percentages (Example: 4% of participants stopped smoking)
  - Proportions (Example: one-fifth of participants stopped smoking)
Benefits
Benefits of Evaluation

- Demonstrates effectiveness of the project
- Informs future decisions
- Provides evidence for additional resources
- Enhances to best practices for others to model
Resources and Thanks
Resources

- Centers for Disease Control and Prevention, Program Performance and Evaluation Office: https://www.cdc.gov/eval/
- Western Michigan University, The Evaluation Center: http://www.wmich.edu/evaluation/
Information in this presentation were partly adapted using resources from:

- Gary Harper, Professor, University of Michigan School of Public Health - Department of Health Behavior & Health Education
- Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention - Division of STD Prevention