

Evaluation Report Requirement & Working with an External Evaluator

Minority Health Initiative (MHI)
Technical Assistance Meeting
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Why Evaluate?

Was the Project Successful?

- The only thing that can be done is to collect evidence in order to judge the project's success or failure.
- To understand and improve your program. Every program can improve, even the best run programs are not always complete successes.
- Taking time to examine how a project was conducted and what its outcomes were is the best means of determining whether or not it was successful
- To inform decision makers about project success by determining if objectives are achieved and activities are done as planned.

Why do we need an external evaluator?

Use expertise to evaluate and improve our program.

Qualifications for Minority Health Initiative Evaluators

- 3 to 5 years of experience as an evaluator of community-based programs
- Good interpersonal, oral, and written communication skills
- Experience with SPSS, SAS, or other statistical software and have basic to mid-level statistical and analytical skills
- Ability to travel
- Master's degree preferred
- Experience as a public health program evaluator and/or other community-based programs preferred

Minority Health Initiative Evaluator's Roles

The evaluator will have several important roles in the Minority Health Initiative project.

- The evaluator will be responsible for assisting sub-grantee staff in completing the program planning (e.g., needs assessment, strategy selection, and/or implementation plan).
- The evaluator will also be responsible for establishing a reporting mechanism and submitting data to the state agency on both the community level and program level evaluation.

Minority Health Initiative Evaluator Expectation

Evaluators will work with project directors and project officers to:

- Implement MHI project evaluation and work plan.
- Ensure appropriate implementation or adaption of Evidence Based Public Health strategies
- Design/develop project-specific performance measures—process and outcome
- Report quarterly and annual evaluation results
- Develop project pre/post tests, surveys, data collection forms or other tools to evaluate project
- Coordinate Minority Health Initiative data collection activities at the local level
- Develop a reporting mechanism for collecting community and program level data
- Analyze community- and program-level data and present findings (to sub-grantees, and others as appropriate)
- Participate in at least one initial grant meeting and subsequent meetings as necessary and appropriate

Working with MHI grantee on Project Work Plan & Evaluation Plan Revisions

Project Work Plan & Evaluation Plan Revisions

SMART Objectives

Objectives and activities should be directly related to the identified needs and strategies proposed. The work plan should describe:

- An estimate of the number of people the project will serve.
- Specific tasks to be accomplished, who will be responsible for them, and when they will be accomplished.
- Timelines for all activities.
- Measures and indicators to be used throughout the project to assess effectiveness. At least one outcome measure must be included for each objective.
- Evaluation methods to be used throughout the project.
- The products or other outcomes that will result from the tasks completed.

Project Work Plan & Evaluation Plan Revisions

Design/develop project-specific performance measures for all objectives

The Project work plan revisions should be completed by **October 31**

Project Goal #1 (07/01/2013-06/30/2015):						
Objective	Outputs (Activities)	Responsible	Timeframe	<u>Measures and Indicators</u>	<u>Evaluation methods</u>	<u>Outcomes (Results)</u>
1.0	1.1					
	1.2					
Project Goal #2 (07/01/2013-06/30/2015):						
Objective	Outputs (Activities)	Responsible	Timeframe	<u>Measures and Indicators</u>	<u>Evaluation methods</u>	<u>Outcomes (Results)</u>
2.0	2.1					
	2.2					

Contract with the Evaluator

- Create a contract with an external evaluator
- Provide a copy of the contract to the OHDHE with the evaluator that includes:
 - Hourly rate
 - A budget that includes the maximum amount of contract
 - Other expenses
 - Evaluation Work Plan, including
 - Data collection plan
 - Logic Model (optional)
 - Quarterly report
 - Annual report

Basic Requirements for Evaluation Plan

Evaluation Plan

Evaluation plans for the project shall be completed by Evaluator, by October 31, 2013

A evaluation work plan, to include:

- Timelines, Deliverables
- Process and health outcome measures for the population served
- Defined assistance for data identification and collection methods
- Evaluation of identified measures to begin no later than October 1, 2013
- Assistance to grantee in developing strategies to improve program results
- Assistance to grantee in evaluating appropriate implementation of evidence based strategies
- Participation in quarterly conference calls and on-site visit with the Office of Health Disparities and Health Equity
- Reporting evaluation progress and results quarterly and Annually
- Evaluator expectations from Office of Health Disparities and Health Equity (see attachment B)
- The work to be completed by the evaluator must justify the cost

Basic questions of Evaluation Plan

Provide a detailed narrative of how you are going to measure the effectiveness of your project work plan. Include a description of how the results of the evaluation will be disseminated and communicated. Include answers to the following questions:

- What results (outcomes) do you envision for this project?
- What measures/indicators will be used to determine effectiveness?
- How will changes for individuals be measured over the course of the project?
- What data will be collected? Is it consistent with the objectives in the work plan?
- What data collection methods will you use?
- How will the data be analyzed?
- How will the results be used, disseminated, and communicated?

Data Collection Plan

Evaluation plan should include data collection plan

Goal 1:						
Objective 1						
Measures/ Indicators	Instrument/ Data Source	Data Collection Method	Data Analysis Method	Time Frame	Responsible for Collection	

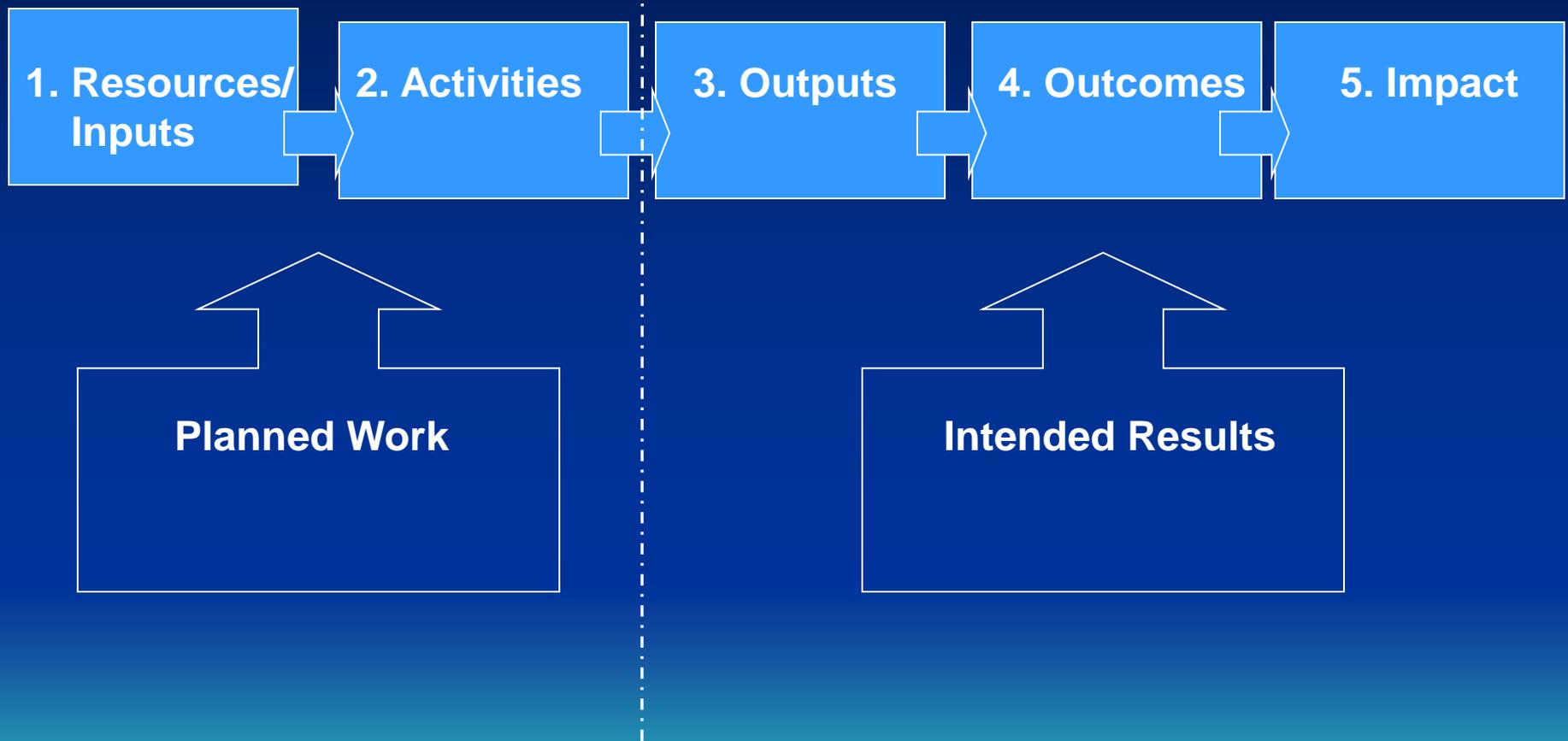
Choosing an Evaluation Model (Optional)

The Basic Logic Model

A systematic logic linkage among program inputs/recourses, activities, outputs, and outcomes.

A view of how activities are linked to results the program expects to achieve.

Basic Logic Model



**W.K. Kellogg Foundation*

*What the program
and its staff
actually do*

*Results of
activities: who,
what will change*

Inputs

Activities

Outputs

Short-term
Effects/
Outcomes

Intermediate
Effects/
Outcomes

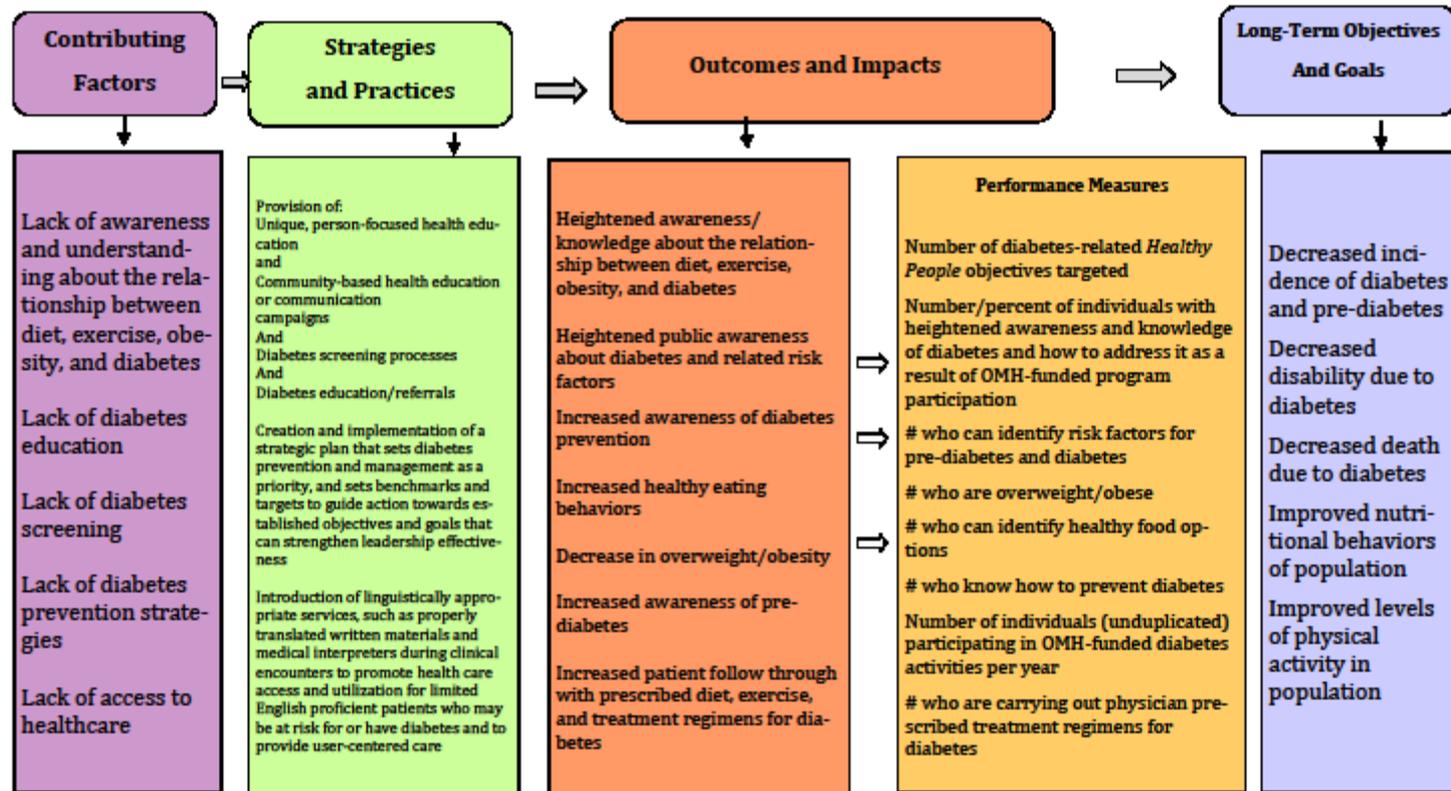
Long-term
Effects/
Outcomes

Context
Implementation
Outcomes

Nebraska OHDHE: Diabetes Logic Model

Project Name: _____

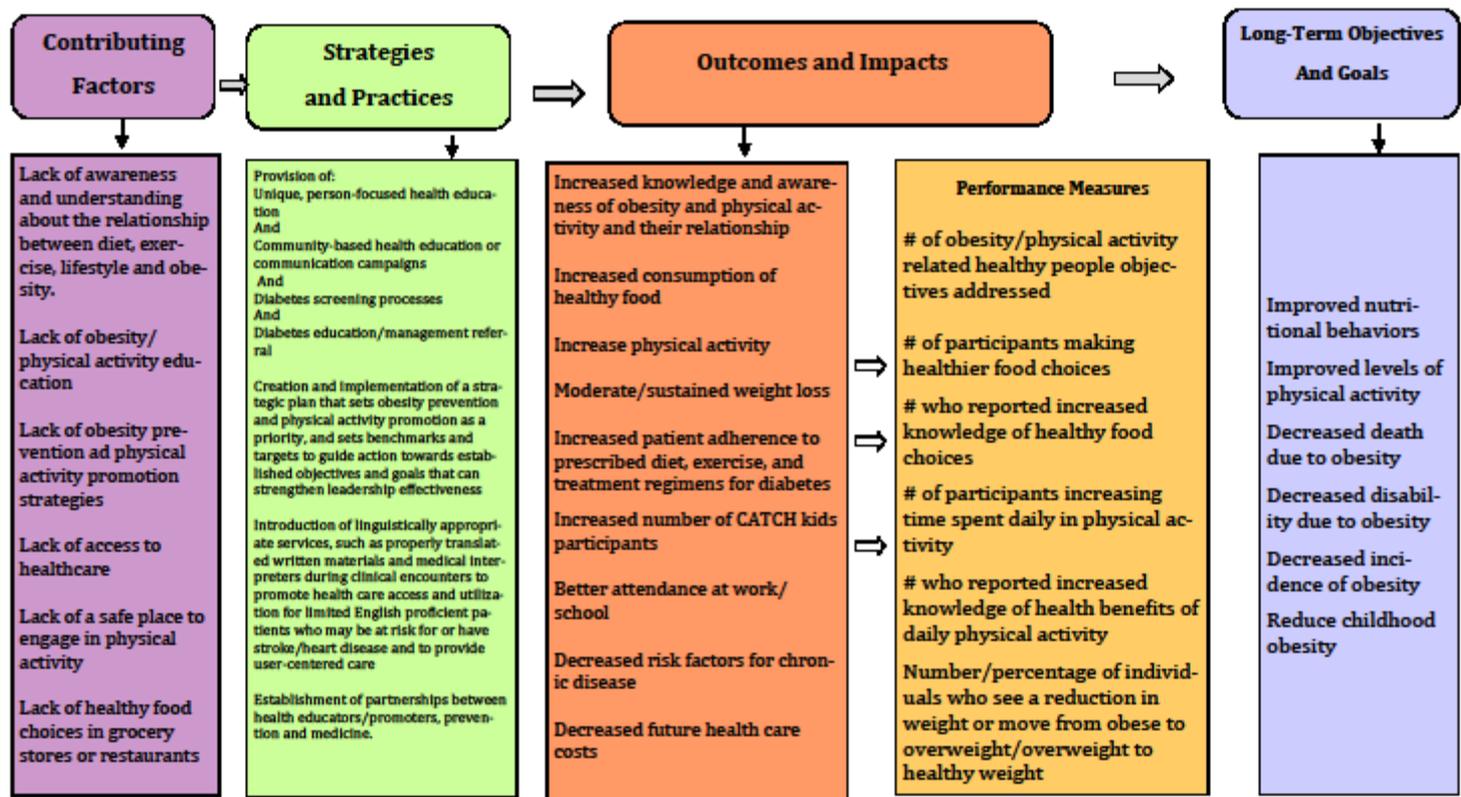
Long-Term Problem(s): High rate of preventable morbidity and premature mortality in relation to diabetes



Nebraska OHDHE: Obesity/Physical Activity Logic Model

Project Name: _____

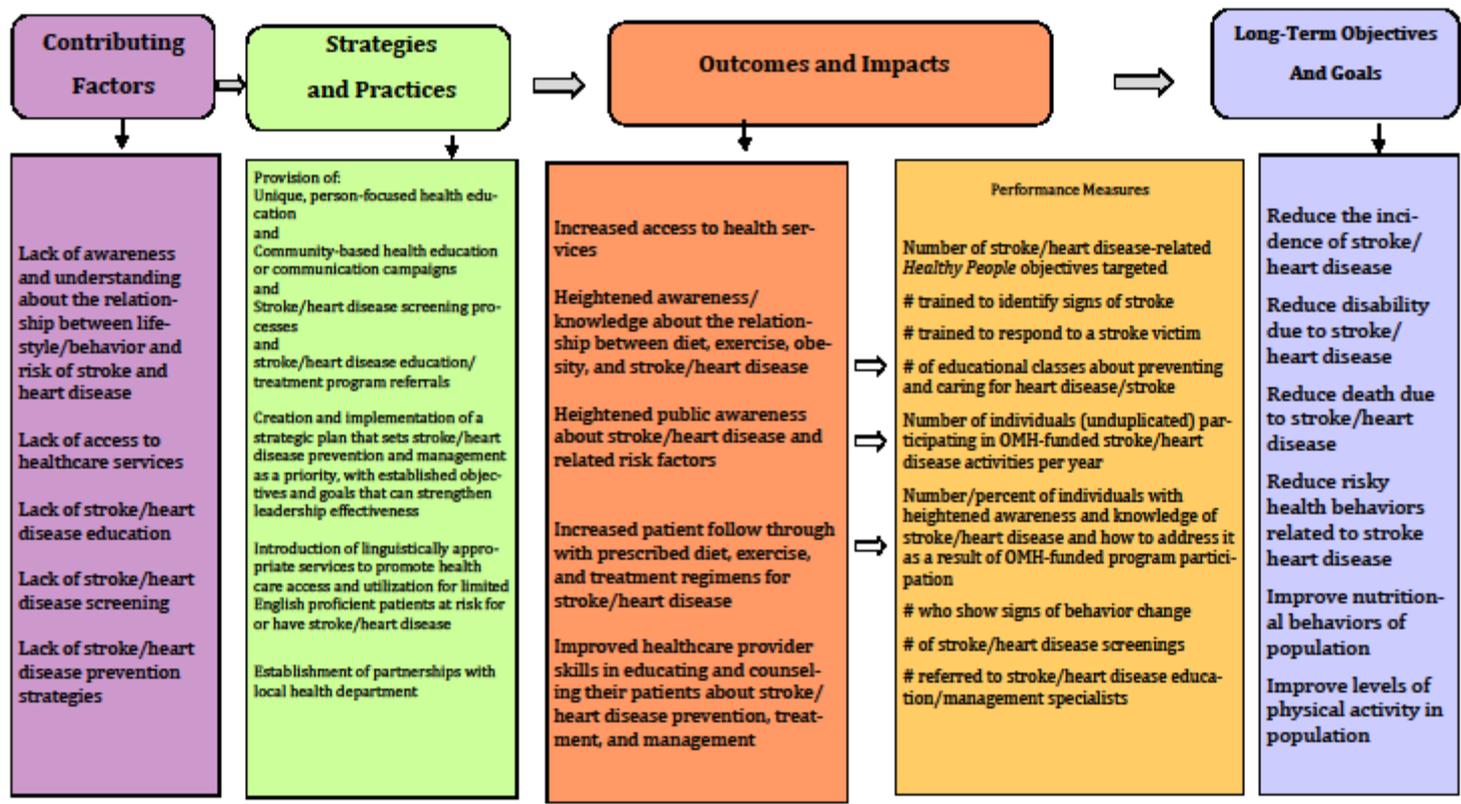
Long-Term Problem(s): High rate of preventable obesity and premature mortality related to obesity and lack of physical activity



Nebraska OHDHE: Stroke/Heart Disease Logic Model

Project Name: _____

Long-Term Problem(s): High rate of preventable morbidity and premature mortality in relation to stroke/heart disease



Sample Disease Indicators: Diabetes

- Mortality with diabetic ketoacidosis
- Diabetes prevalence among adults aged ≥ 18 years
- Diabetes prevalence among women aged 18-44 years
- Pre-pregnancy diabetes
- Gestational diabetes
- Amputation of a lower extremity attributable to diabetes
- Foot examination among adults aged ≥ 18 years with diabetes
- Glycosylated hemoglobin measurement among adults aged ≥ 18 years with diabetes
- Dilated eye examination among adults aged ≥ 18 years with diabetes
- Visits to dentist or dental clinic among adults aged ≥ 18 years with diabetes

Sample Disease Indicators: Diabetes (Cont.)

- Hospitalization with diabetes
- Adults with diabetes aged ≥ 18 years who have taken a diabetes self-management course
- Prevalence of high cholesterol among adults aged ≥ 18 years with diabetes
- Prevalence of high blood pressure among adults aged ≥ 18 years with diabetes
- Prevalence of depressive disorders among adults aged ≥ 18 years with diabetes
- Influenza vaccination among non-institutionalized adults aged 18-64 years with diabetes
- Influenza vaccination among non-institutionalized adults aged ≥ 65 years with diabetes
- Pneumococcal vaccination among non-institutionalized adults aged 18-64 years with diabetes
- Pneumococcal vaccination among non-institutionalized adults aged ≥ 65 years with diabetes

Sample Performance Indicators: Diabetes

- Number of diabetes-related *Healthy People* objectives addressed, e.g. proportion of adults with diabetes whose condition has been diagnosed, proportion of adults with diabetes who have an annual dilated eye examination, proportion of adults with diabetes who have at least an annual foot examination
- Number of individuals (unduplicated) participating in OMH-funded diabetes activities per year
- Number/percent of individuals with increased awareness and knowledge of diabetes and how to address it as a result of OMH-funded program participation
- Number of partnerships to enhance coordination and collaboration on diabetes treatment and control
- Optional Performance Measures (additional, selected measures that clearly link expected grantee outputs, processes, and outcomes to OMH performance measures)
- Number of training and TA events
- Number of evidence-based practices on diabetes treatment and control identified to inform planning and evaluation of minority health/health disparities efforts and systems approach

Sample Performance Indicators: Diabetes (Cont.)

- Number of strategic planning documents developed
- Number of obesity-related *Healthy People* objectives addressed
- Number of obesity-related *Healthy People* objectives addressed that are not making progress
- Number of individuals (unduplicated) participating in OMH-funded obesity activities per year
- Number/percentage of individuals who see a reduction in weight or move from obese to overweight/overweight to healthy weight
- Number/percent of individuals with increased awareness and knowledge of obesity and how to address it as a result of OMH-funded program participation
- Number of strategic planning documents developed
- Number of partnerships to enhance coordination and collaboration on diabetes treatment and control
- Optional Performance Measures (additional, selected measures that clearly link expected grantee outputs, processes, and outcomes to OMH performance measures)
- Number of evidence-based practices on obesity treatment and control identified to inform planning and evaluation of minority health/health disparities efforts and systems approach

Basic Requirement for Quarterly Report and Annual Evaluation Report

Quarterly Evaluation Report

- Evaluator shall submit a quarterly Evaluation Report and annual report to MHI grantee. The MHI grantee will send the reports to OHDHE.
- Provide a status report on progress in implementing your evaluation plan. Discuss evaluation efforts conducted relative to intended outcomes and objectives. Summarize outcomes for each objective.

Basic Quarterly Reporting Questions

Report should clearly answer the following questions (when applicable), 'During this quarter...':

- Did you implement the activities as planned?
- Did the activities result in achieving objectives?
- Which outcomes were achieved?
- What measures/indicators were used?
- What data were collected?
- How will data be analyzed?
- Show the evaluation result
- Evaluation tools created

Annual Evaluation Report Standards

Standards for writing good Evaluation reports:

- Clear description of operating environment and strategies employed
- Meaningful performance expectations identified
- Performance accomplishments reported against expectations
- Valid and reliable performance information presented
- Demonstrated capacity to learn and adapt

Annual Report Structure Suggestion

The report should provide a detailed description of how you were going to measure the effectiveness of your project work plan and activities. It should include at least the following parts (Suggestions):

1. Executive Summary
2. Description of Evaluation Methods
3. Discussion of Results
4. Conclusions and Recommendations

Basic Annual Report Questions

Report should clearly answer the following questions:

- For what purposes is the evaluation being done?
- Did you have adequate resources?
- Did you implement the activities as planned?
- Did the activities result in achieving objectives?
- Which outcomes were achieved?
- What measures/indicators were used?
- What data were collected?
- How will data be analyzed?

Discussion of Results of Annual Report

- Description of the participants of the evaluation
- A discussion of the statistical analysis if appropriate
- Provide the actual evaluation results and interpret results in terms of stated goals and objectives. List the objectives of the project and their related outcomes.
- Describe evidence-based strategies used by your project
- Explanation of the results
- Describe the major changes resulted from your efforts
- Describe the most important outcome of your project
Provide a chart in Excel and a paragraph of narrative about this outcome How do you know the people served were satisfied with their experiences?

Discussion of Results of Annual Report

- Describe how the project went (per objective) - were you able to do what you planned to do? What helped you accomplish your goals?
- Describe the most significant challenges faced by the project and how did you overcome them
- Describe the strengths and weaknesses shown in the results
- What were your lessons learned?
- What should be the next step for your project?
- Unexpected results

Discussion of Results (Cont.)

Outcome Results

In this section, outcome evaluation results should be addressed.

What Are Outcome Indicators?

Outcome indicators are measures that describe how well we are achieving our outcomes. They help us know whether things are changing in the way we intended

Why Are Outcome Indicators Important?

Outcome indicators define the evidence to be collected to measure progress and enable actual results achieved over time to be compared with planned results. They help us to learn about the process of change; what is working and what is not therefore, how to become more effective and efficient

Outcome Evaluation Questions

Measures/Indicators	Outcome Evaluation Questions
Changes in morbidity, mortality, and quality of life	<ul style="list-style-type: none">• What is the outcome?• Is there a change in health status and is it attributed to the program?
Changes in behavior, behavioral adaptation	<ul style="list-style-type: none">• What is the impact?• Has a new healthier behavior been adopted, and can it be attributed to the program?
Changes in knowledge, attitude, skills, practices, etc	<ul style="list-style-type: none">• Is there the requisite change in knowledge, attitudes, habits, and skills needed for behavior change?

The following are some sample outcome measures/ indicators:

1. Health services

- Access to a regular physician
- Availability/use of screening
- Changes in BMI/weight loss?
- Changes in glucose levels?
- Changes in BP?
- Changes in cholesterol?
- Changes in dental health?

2. KASB change

- Knowledge change
- Attitudes change
- Skills change
- Beliefs change

3. Behavior change

- Changes of Physical activity level
- Improved nutrition
- Changes of Tobacco use
- Changes of Alcohol use
- Changes of drug use

4. Prevalence changes of *diseases*
5. Reduced Burden of Illness and Injury
6. Mortality rate changes
7. Improved Quality of Life
 - Self-rated health status
 - Satisfaction
8. Activity limitation
 - Disability/activity limitation
 - Conditions causing activity limitation
9. Other changes (specify)

Conclusions and Recommendations

Conclusions and recommendations should be stated clearly and precisely.

Conclusions:

Present your main points in a list format for easy reading. Make sure that you get your main points across in the opening summary and in the conclusion.

Conclusions and Recommendations of Annual Report

Recommendations:

Present recommendations based upon the results reported in the previous section. Describe how they were prioritized and rated. Are you continuing, extending, modifying, or terminating the program? If doing a benchmarking report, present recommendations based upon your best practices template and the gaps you found in your own process. Recommend specific improvements and indicate budgetary requirements. Include the time frame in which you will evaluate the changes made in the process.

Appendix

- 1. *Data collection instruments*
- 2. Evaluation report form

