

Using collaborative, utilization-focused evaluation to move toward evidence- informed practice

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SUPPORT AND TRAINING FOR
THE EVALUATION OF PROGRAMS



Learning objectives:

1. Define evidence-informed practice.
2. Learn the basic principles of a collaborative and utilization-focused approach to program evaluation.
3. Review process and outcome evaluation and logic models.
4. Write realistic, actionable next steps for moving your program to evidence-informed practice.



Support and Training for the Evaluation of Programs (STEPS)

*“STEPS promotes **evidence-informed** decision making through research and evaluation using a **collaborative, utilization-focused** approach to support social service programs and policies that transform and improve lives.”*

Evidence-Informed Practice

- “incorporates best available **research** evidence;
- **client’s** needs, values, and preferences;
- **practitioner** wisdom;
- and **theory** into the clinical decision-making process

- **Program evaluation**

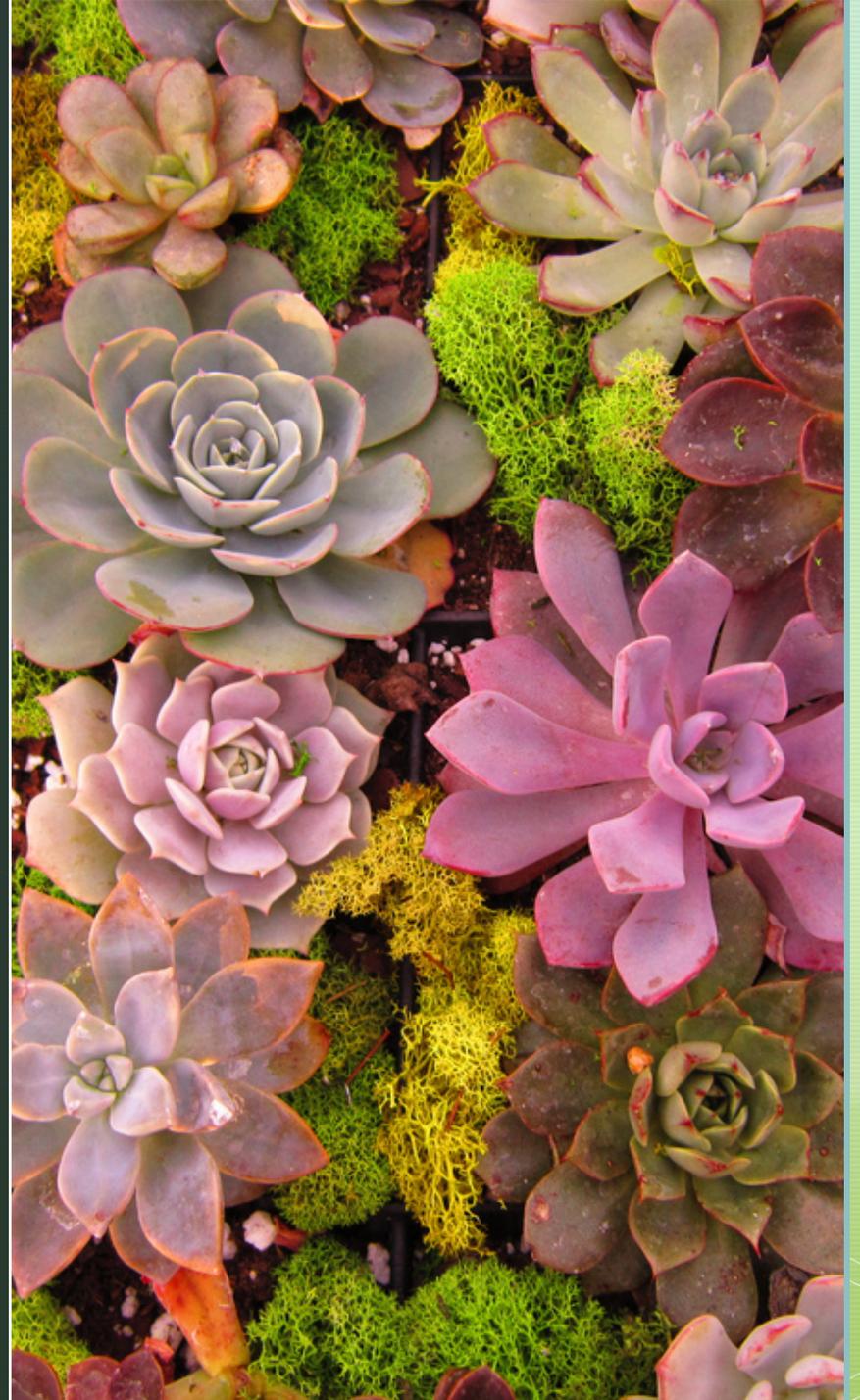


Collaboration

- A partnership approach to evaluation in which stakeholders actively engage in developing the evaluation and all phases of its implementation.
- Contextual.
- Transparent.
- Promotes understanding and ownership.

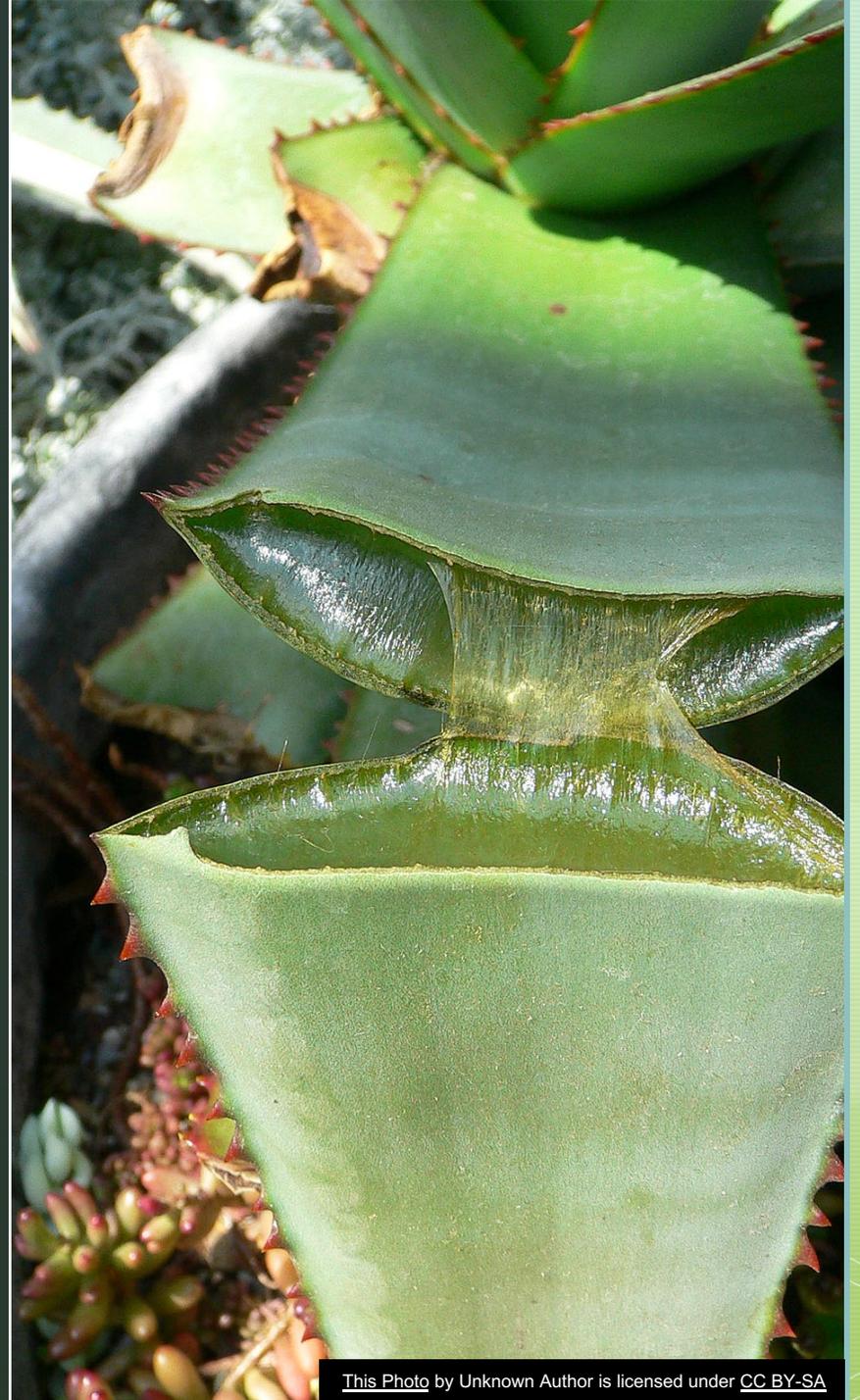
Takes more time.

Needs buy-in of leadership and staff.



Utilization-Focused Evaluation

- Who is the evaluation for?
- What do they intend to do with it?
- How can staff time, effort, and funds be best utilized?





Quick Review of
Process Evaluation,
Outcome Evaluation, and
Logic Models



Process Evaluation

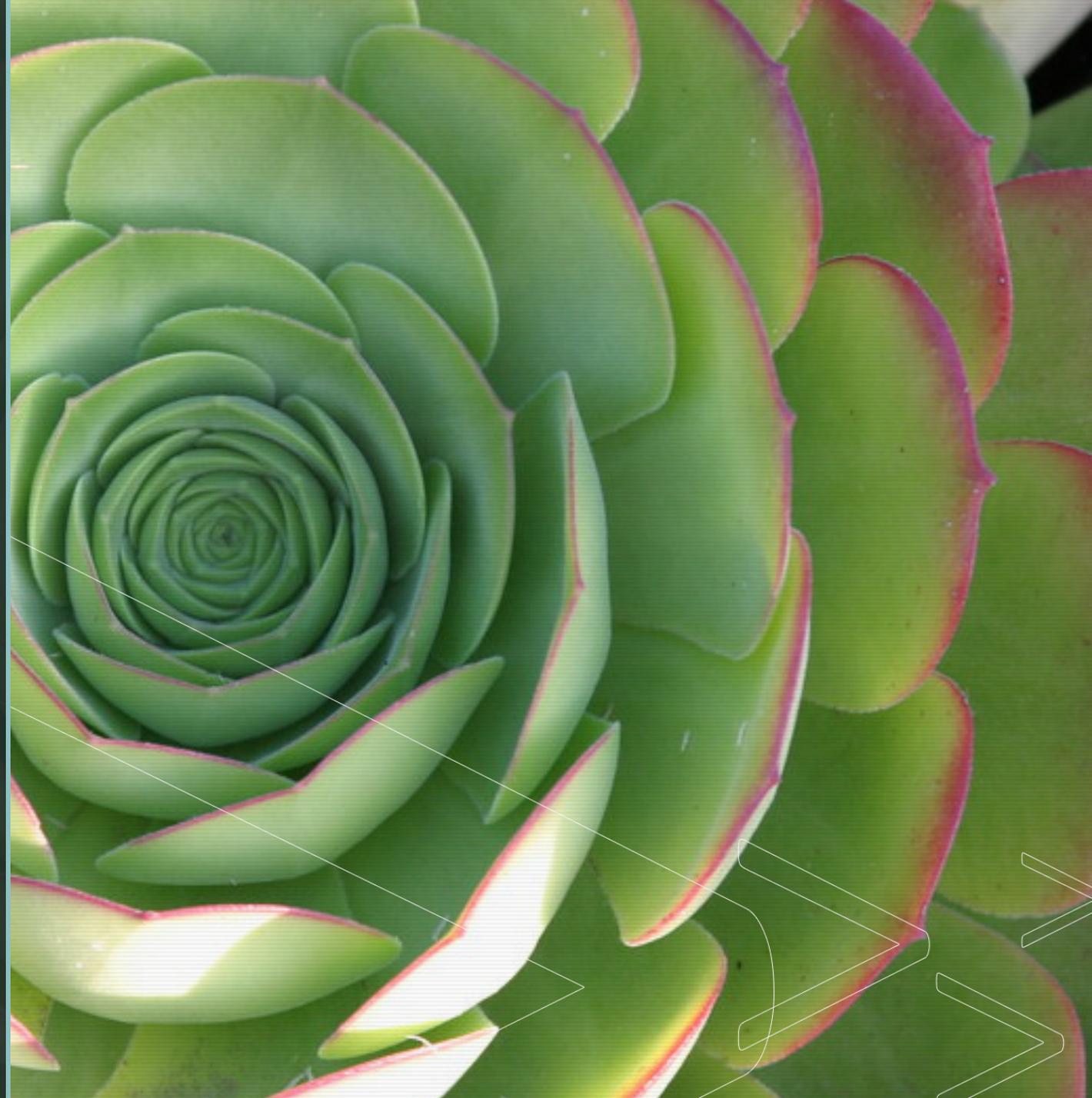
Program description vs. program implementation	How is the program <u>designed</u> to run? How is the program <u>actually</u> being run?
Target audience	Is the program serving who it is intending to serve?
Service utilization path	Are clients moving through the program as intended?
Quality assurance	Are standards being met?
Client satisfaction	Are clients satisfied with the program?



1. Which of these is your program doing well?
2. Which of these do you need to work on in your program?
3. How might this be useful to your program?
4. What would be a first step toward evaluating this part of your program?

Outcome Evaluation

- Does the program work?!
- How are clients different at the end of receiving services?



Steps toward outcome evaluation:

1. **Decide on important outcomes.**
2. **Figure out how to measure these outcomes.**
3. **Decide when and how often to administer measurement tools.**
4. **Collect data consistently.**
5. **Have needed technology, expertise, and time to analyze data.**
6. **Write and disseminate useful reports.**
7. **Take action on results.**

Which of these is hardest for your program?

Outcome Evaluation - Measurement

Consider measuring any of these:

- Physiology
- Behavior
- Knowledge
- Attitude

Decide how to measure it:

- Verbal report / interview
- Pencil-and-paper form
- Observation
- Archival records



Logic Model

Social problem being addressed

Inputs

Activities

Outputs

Short- and long-term outcomes

Impact

Acknowledge external factors and collaborating partners



Coalition on Human Trafficking: Logic Model

Social problem: Human trafficking is a growing issue across the world, and here in Nebraska. Without adequate education, many people are unaware of signs of human trafficking and fail to report cases of human trafficking, leaving victims trapped in a vicious cycle of mental, emotional, and physical abuse.

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
<ul style="list-style-type: none"> • Grant funding • Board of Directors • Training and Education Committee • Part-time, paid employee • Train the Trainer Sessions • Volunteers: <ul style="list-style-type: none"> • Translators • Ambassadors • Trainers 	<p>Initiate and build relationships with hotel/motel managers.</p> <p>Present <i>Realize, Recognize, Respond</i> curriculum to partnering hotel/motel staff.</p>	<p># of outreach calls made to hotels.</p> <p># of volunteers trained in the <i>Realize, Recognize, Respond</i> curriculum.</p> <p># of trainings delivered to hotel/motels.</p> <p># of hotel/motel staff participating in training.</p>	<p>Hotel/motel staff:</p> <ul style="list-style-type: none"> • Have increased knowledge of human trafficking. • Have increased awareness regarding the reality and prevalence of human trafficking locally. • Feel empowered to report signs of human trafficking. • Recognize and detect signs of human trafficking. • Understand what actions to take upon noting possible signs of human trafficking. 	<p>Hotel/motel staff increasingly report cases of presumed human trafficking.</p>	<p>Survivors are free from the bonds of human trafficking.</p> <p>Perpetrators are punished.</p> <p>Cases of human trafficking in hotel/motel settings are decreased in the state of Nebraska.</p>

Impact: Human trafficking is a recognized and acknowledged issue in the state of Nebraska, leading to a culture of reporting/arresting perpetrators, reducing buyer access, and protecting/supporting survivors of enslavement.

Contextual factors: Rurality of greater Nebraska, relevant legal systems, policies, and procedures, stigma, racism, sexism, awareness of human trafficking as an issue, coalition building and partnering organizations.

Reflection: Your Program Evaluation Inventory

1. How is program evaluation useful to you?
2. Which process evaluation questions are most important for you?
3. Which outcome evaluation questions are most important for you?
4. What is the status of your logic model?



- Who else in your program would be interested in this?
- What are some first steps towards doing more evaluation in your program?
- What are some ways doing more program evaluation would be useful?