Facilitators

Brittany Freitas-Murrell, MS, PhD Candidate
Senior Research Associate

Lexi Prunella, MPH, CHES
Senior Research Associate

Strategic Prevention Solutions
Do you know?

How evaluation is connected to program planning?

The difference between process and outcome evaluation?

How to write SMART goals and outcomes?

How to develop a logic model (and why do you need one)?
How to Use Your Workbook

• Think about the topic being addressed

• Work through planning & decision-making processes

• Worksheets
Laying the Foundation

“The process of gathering information to provide useful feedback about something.”

- Evaluation helps you improve your programming
- Sharing findings is storytelling
- Plan how you will use your findings BEFORE collecting data
Why Evaluate

✓ Does it work?
  Did the program change what you said it would? (OUTCOME)

✓ How does it work?
  Was the program implemented as planned? (PROCESS)
Process evaluation is about understanding **HOW** your program worked.
Outcome evaluation tells you if it worked, or changed what you thought it would change.
The most successful evaluations include **both a process and outcome evaluation**
Does Everything Need an Outcome Evaluation?

All of your prevention activities should have a process evaluation, but whether you do outcome evaluation depends on your resources.
Activity

Process or Outcome Evaluation?
Writing Goals

A well-written goal:

- Describes CHANGE, not activities
- Can be at every level of social ecology
- Can be short or long-term
- Is S.M.A.R.T.
S.M.A.R.T. Goals

Specific

Measurable

Attainable

Relevant

Time Based
Example

Youth in after-school groups or programs will have skills to recognize healthy relationships.

Remember:

• Keep the focus on prevention of the problem
• Goals need to describe changes, NOT ACTIVITIES
• Goals should NOT include ending rates of the problem
Outcomes

• All outcome statements need to include:
  • Who will change?
  • What will change?
  • By when?
  • By how much?
  • How will change be measured?
Writing Outcomes

By 2019, at least 10 youth will attend Lead On! Youth conference.

By 2020, Safe Dates will be piloted in 3 after-school programs.

By 2021, at least 75% of youth participating in Safe Dates will report knowing how to help a friend in an unhealthy relationship.

Keep in mind…

• Outcomes must also be specific and measurable
• Outcomes need to be connected to a goal
• It’s okay to have more than one outcome per goal
• Outcomes may need to be adjusted once you identify strategies/activities
Worksheet: Practice writing an outcome
For each outcome, ask yourself…

- Does the desired outcome statement clearly specify WHAT will change?
- Does the desired outcome state HOW MUCH change is expected?
- Is the desired outcome possible in terms of what the program/policy/practice/process is attempting to do or is known to accomplish?
- Is the desired outcome logically related to the problems(s) identified and the programs selected?
- Does the desired outcome statement specific WHEN desired results will be achieved?
Logic Models

Building On Where You’ve Been
Evaluation & Planning 101

- Developing goals and outcomes is part of the planning process AND a necessary part of evaluating success.

- A logic model is also both a planning tool and an evaluation tool – it helps you explain how change will occur over time as a result of your program.
Bringing it all together: Using a Logic Model

Goals

Outcomes

Activities

Evaluation
What is a Logic Model?
What is a logic model?

It’s like a road map that tells you:

• Where you are going
  
  Los Angeles!

• What you expect to accomplish
  
  • Along the way
  
  Walk through a petrified forest
  
  Sit in the world’s largest rocking chair
  
  Listen to my audiobooks
  
  Throw a snowball into the Grand Canyon
  
  My car is going to be parked in front of the hotel by 8pm

• When you get there

• Helps you make mid-course adjustments (detours)

  DRIVE A BETTER ROUTE

  I’m not stopping in ______ EVER AGAIN
What is a logic model?
It’s like a road map that tells you:

• Where you are going

• What you expect to accomplish
  • Along the way
  • When you get there

• Helps you make mid-course adjustments (detours)
A more formal version...

Goal

I will get from Chicago to Los Angeles

Programs or Activities

Driving

Outcomes

I will have listened to at least 75% of my audiobooks

I will sit in the world’s largest rocking chair for one minute

I will walk two mile through the petrified forest

My car is going to be parked in front of the hotel by 8pm
What does a logic model look like?

- Any shape, usually rectangles
- Simple or complex
- One page (ha!)

Goals

Programs

Outcomes

Short-term outcomes

Intermediate outcomes

Impact

Programs

Goals

Short-term outcomes

Intermediate outcomes

Impact
Logic Models

- A goal is part of the planning process AND a necessary part of evaluating success
- A logic model is a planning tool and an evaluation tool

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**Program: Example Logic Model**

**Goal:**
Youth in after-school groups or programs will have skills to recognize healthy relationships.

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes -- Impact</th>
<th>Long</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we invest – in order to accomplish our activities, we will need…</td>
<td>What we do</td>
<td>Who we reach</td>
<td>Provide materials</td>
<td>Consequences: social, economic, environmental</td>
</tr>
<tr>
<td>Project staff</td>
<td>Facilitate Safe Dates Programming</td>
<td>Middle School and High School Alaska Youth</td>
<td>Training evaluation tool</td>
<td>Youth in after-school groups or programs will have skills to recognize healthy relationships</td>
</tr>
<tr>
<td>Prevention Materials</td>
<td>Form partnerships with After-School Program Staff</td>
<td></td>
<td>Alaska adapted curriculum to reflect values</td>
<td></td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
<td></td>
<td>Attendance records</td>
<td></td>
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<tr>
<td>Community Partners</td>
<td></td>
<td></td>
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<tr>
<td>Safe Dates Curriculum</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After-school program space/setting</td>
<td></td>
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</tr>
</tbody>
</table>

**Assumptions:**
Principles, beliefs, ideas about why we think these strategies will work in our community. What you know versus what you are assuming about the issue and/or problem.

- Evidence-based programs have demonstrated ability to reduce sexual assault
- Trainings provide opportunities for peer-to-peer information sharing to increase application, use, and retention

**External Factors:**
Conditions that influence program success (politics, economy, culture, resources)

- Shifting political climate
Logic Model: Goal

What is the change we want to see happen?
Logic Model: Inputs

What do you need to implement your program successfully (resources, materials, $$, people...)?
Logic Model: Activities

What are the prevention activities or programs that will need to be implemented to meet this goal?

In order to address the problem we will accomplish the following activities…
Logic Model: Outputs

GOAL

Inputs

Activities

Participation

Outputs

Who will you reach with your activities?

What will be produced as a result of your activities (trainings, materials...)
Logic Model: Short-term Outcomes

What specific changes do we expect to see immediately after we implement this activity? (knowledge, attitude, behavior, beliefs)
What changes do we expect to see within one to two years after we implement this activity?
Logic Model: Long-term Outcomes

What will be the long-term effects of this activity? On the individual? The community?
The “If” Test

• If you have access to all your resources, then can you use them to accomplish your planned activities?
• If you accomplish your planned activities, then will you be able to deliver the amount of product/service you intend?
• If you accomplish your planned activities to the extend intended, then will your participants benefit in specified ways?
• If these benefits are achieved, then will changes in organizations, communities, or systems occur?
• For each activity, ask why is it being done and is it absolutely necessary?
• Check for logic gaps – all inputs and activities should be included
Getting Practical
Benefits of a logic model

• Helps others understand what you are doing and why
• Helps you keep track of what you expect to see change
• Helps to identify gaps in program logic and clarifies assumptions so success may be more likely
• Organizes your planning in one place

Thanks to: W.K. Kellogg Foundation’s Logic Model Development Guide available at www.wkkf.org/pubs/tools/evaluation/pub3669.pdf for parts of this slide
Benefits of a logic model

• Builds buy-in and teamwork

• Helps clarify what is appropriate to evaluate, and when, so that evaluation resources are used wisely

• Summarizes complex programs to communicate with stakeholders, funders, audiences

• Helps your organization’s long-term visioning and overall effectiveness

Thanks to: W.K. Kellogg Foundation’s Logic Model Development Guide available at www.wkkf.org/pubs/tools/evaluation/pub3669.pdf for parts of this slide
Tips

• Use visuals/group facilitation

• Work backwards

• Keep it simple
  • Short terms, focus on main outcomes

• Keep it achievable – your programmatic goal should not be to end sexual violence

• Use the one-page test
Summary

• Types of evaluation
• Write SMART goals and outcomes
• Outcomes should build on each other to reach goals
• Logic models are a roadmap to getting to goals
• Work towards comprehensive programming
Resources


Additional Resources

• Primary Prevention & Evaluation Resource Kit (Pennsylvania Coalition Against Rape, 2014)

• PreventConnect (California Coalition Against Sexual Assault)
  http://www.learn.preventconnect.org

• EvaluAction: Putting Evaluation To Work (VETO Violence, CDC)
  http://vetoviolence.cdc.gov/apps/evaluaction/

• Community Toolbox (University of Kansas)
  http://ctb.ku.edu/en
Visit Our Website!

www.strategicpreventionsolutions.com

Scroll down to the bottom of the page to select the resources you would like to receive. SPS provides these resources free of charge for you to be more effective and efficient in your program planning and evaluation.

Get The Word Out
A simple visual to help you decide what to produce for dissemination based on your resources and purpose (awareness, understanding, action)

Writing Outcomes Worksheet
A worksheet to walk you through the elements of a SMART outcome. Very helpful for getting the hang of it!

Content Crosswalk Worksheet
Use this worksheet to make sure that your evaluation tools match the content that is covered in your prevention programming.

Comprehensive Programming Worksheet
How comprehensive is your prevention programming? Use these worksheets to determine which of your prevention activities are working together to form a strategy, and which strategies could be considered a program.