



Introduction to Evaluation

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Learning objectives

- To be able to:
 - Understand what evaluation is and what evaluation isn't
 - Demonstrate why evaluation is important
 - Recognise the main types of evaluation
 - Understand the differences between:
 - Aims
 - Objectives
 - Activities
 - Outputs vs Outcomes

How do you currently feel about evaluating your projects?

- Do think evaluation is important?
 - Why?
- Have you been involved in any evaluations?
 - If so, what challenges have you come across?
- What do you think the advantages/disadvantages are of evaluating programmes?

What is evaluation?

- Basic part of good project management
- Evidence of success of an intervention
- “Did I achieve what I set out to do?”
- “Did the intervention make the changes it set out to make?”
- Did it meet the objectives?
- It is about making judgements about the intervention

Evaluation is not

- A description on the numbers of people using a service and their demographics
- Performance monitoring
- A report on the costs of the project
- Something that can be done at the end of a project

Myth – Basic evaluation does not require expensive consultants

Performance Monitoring

- Tracking the progress of a project or programme
- Happens on an ongoing process
- Informs you of the current status of the programme and if any immediate action needs to be taken
- Is the current project functioning correctly?
- Focuses on inputs, activities and outputs



Evaluation

- Determining the success of the project or programme
- Carried out a periodic times during the programme
- Provides information and recommendations for long term planning
- It looks at the effectiveness and the efficiency of the project
- Focuses on outcomes, impact and overall goal of the programme



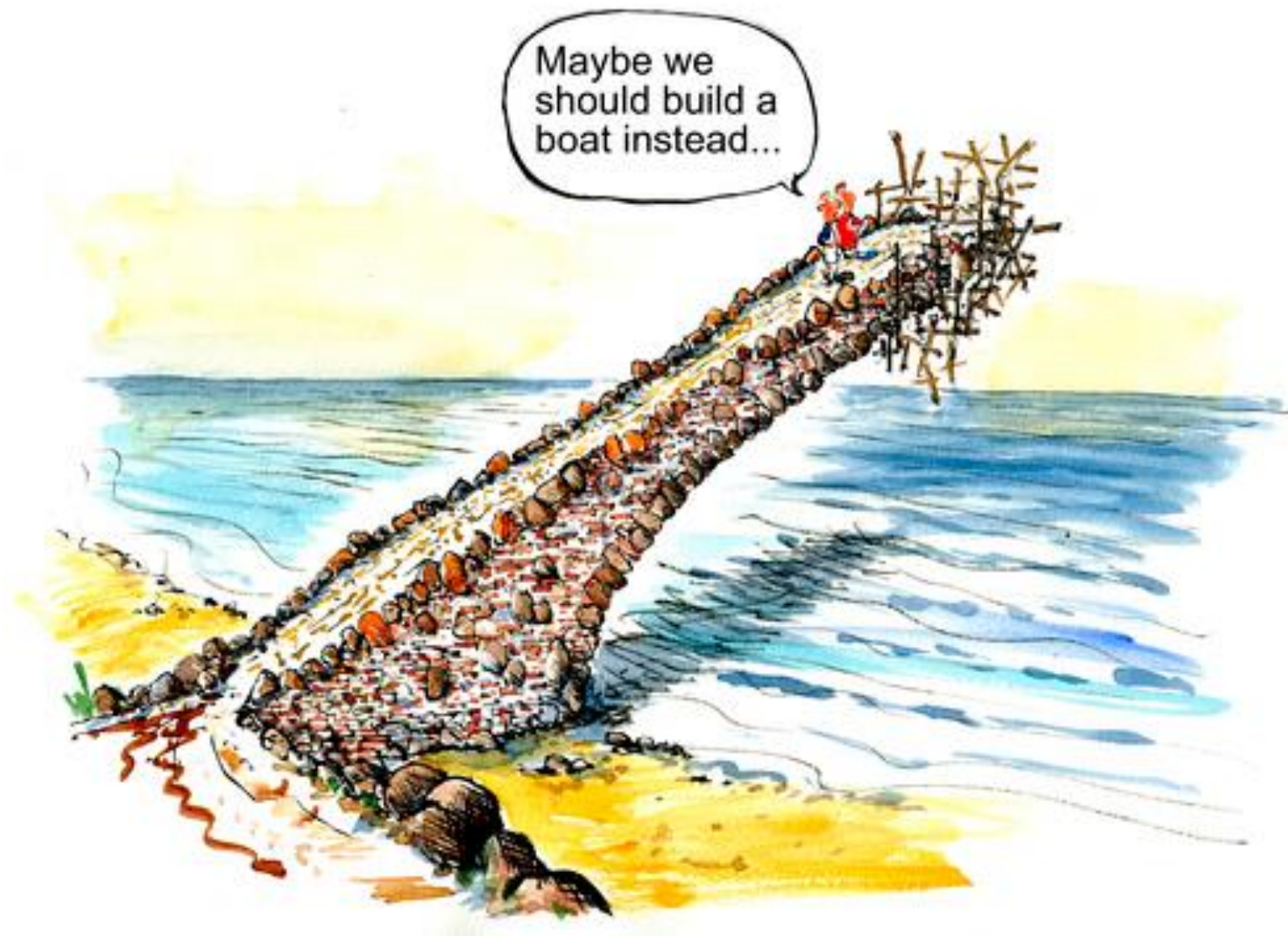
Advantages of evaluation

- Tells us if the programme effective
- What is the impact of the programme
- Helps us find ways to improve a programme
- Justifies the cost of a programmes
- Helps us find out if anything did not work
- Can help us secure future funding.

Evaluation and the commissioning cycle



Without a plan,
this happens:



What is the problem?


- **Before starting:**
 - What is the key problem that you are trying to solve?
 - Who is affected by the problem?
 - How do you know that this problem exists?
 - What evidence do you have?



What does success look like?

Think about a project you are currently working on or have completed recently

What would make it (or made it) a successful project?



Success is about
change for the better



Aims and objectives

We cannot evaluate without well written aims and objectives

These need to be agreed with everyone involved before the project starts.

Aims versus objectives

- **Aims**

- One aim is normally sufficient
- Describes what the project/intervention hopes to achieve

- **Objectives**

- 3 to 5 objectives are recommended
- specific
- measurable
- Give the criteria for deciding the outcome has been achieved
- State the target population

Objectives versus activities

- Objectives and activities are often confused
 - Objectives state what we want to achieve
 - Activities state what we will do to meet our objective(s)



Question - Is this an objective?



To run a workshop on healthy eating



Inputs, outputs and outcomes

- Inputs – these are your resources
- Activities – What did you do for the intervention?
- Outputs – monitoring data e.g. how many people participated?
- Outcomes – Short, medium and long term effects of your intervention.



Question – Is this an outcome?



The number of people from the most deprived quintile in Hertfordshire who attended the healthy eating workshop

Question – Is this an outcome?



Twenty five percent of people who attended the healthy eating workshop have increased their fruit and vegetable consumption by at least one extra portion a day.

Types of Evaluation

Outcome evaluation

- Did the project/intervention/process meet its objectives?

Process evaluation

- What worked well and what did not work well?
- How can the project be improved if it was repeated?

Types of data for evaluations

Outcome

- Quantitative
 - Before and after data
 - Follow up data (if feasible)
 - Can use a control group

Process

- Quantitative
 - Participants signed up to programme
 - Drop out rates
- Qualitative
 - Interviews
 - Focus Groups
 - Case notes
 - Observations

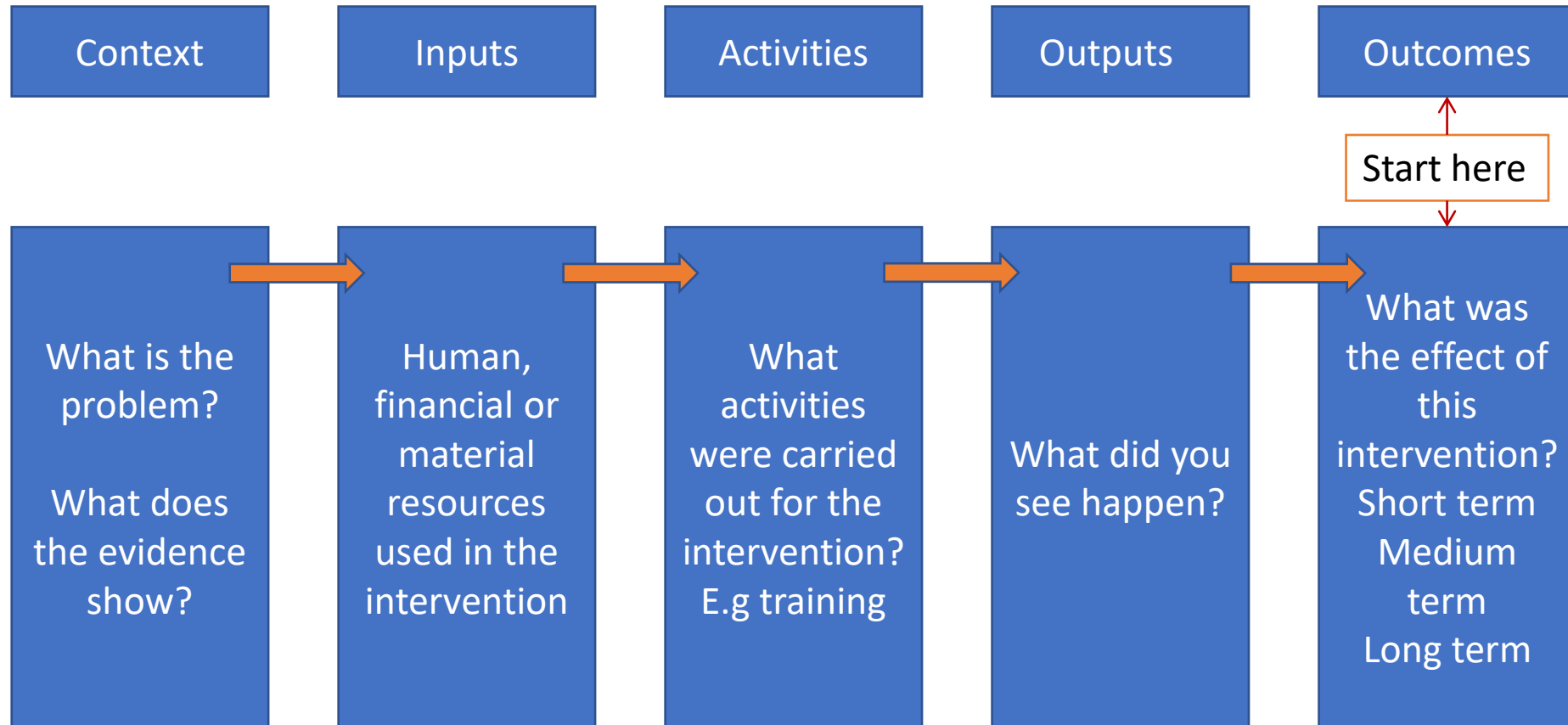




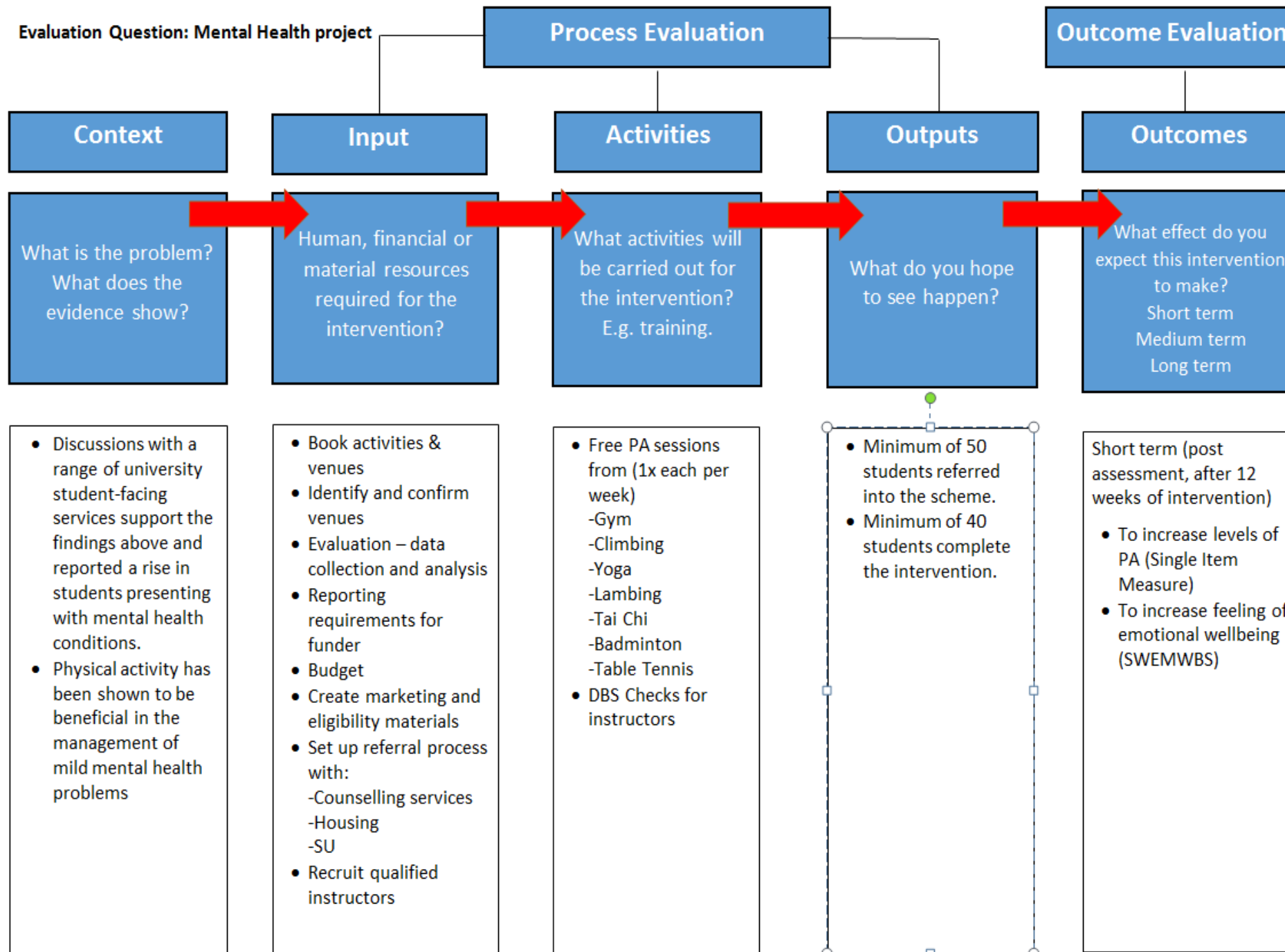
Logic Models

- Planning tool
- Tells the story of the intervention in a condensed format and links:
 - Resources or inputs
 - Activities
 - Outputs
 - Outcomes
- Informs monitoring and evaluation

Logic-Model Framework



Evaluation Question: Mental Health project



Future workshops plans

- How to write SMART objectives
- How to select measures for outcomes
- Data protection, consent and confidentiality
- How to collect outcome data
- How to analyse outcome data
- Process evaluation
- Using qualitative data
 - Collecting data
 - Analysing data
 - Ethical considerations
- Case studies

Is there anything that
you would like to
know more about
when evaluating
services?



Questions??



What the Research & Evaluation team does



Primary research – qualitative and quantitative



Process evaluation



Outcome evaluation

Who we work with and where we work



WE CAN WORK IN ALL DIRECTORATES



WORK WITH ANYONE INVOLVED IN A
PROJECT/INTERVENTION OR SERVICE

Research & Evaluation team

Is there a cost to the service?

- Yes – to cover our costs

How to contact us?

- Ph.evaluation@hertfordshire.gov.uk