LESSONS LEARNED EVALUATING A COMPLEX PUBLIC HEALTH PROGRAM

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Learning Objectives

- Lessons learned and best practices from evaluating a complex, multi-level, multi-program project

- Evaluation Toolkit

- For beginners

Getting to the Heart of the Matter in Michigan

Building Healthy Communities

Diabetes

Worksite Wellness

Getting to the Heart of the Matter in Michigan

Oral Health

Wise Choices

Adverse Childhood Experiences (ACEs)

Tobacco

Program

- Michigan Department of Health and Human Services, Division of Chronic Disease and Injury Control.

- Chronic disease rates are higher in those areas of Michigan where residents don't have many opportunities to make healthier lifestyle choices. Consequently, there are higher rates of diabetes, obesity, heart disease, and cancer, among others.

- Seven program areas within the Division joined to create this new initiative to have a collective impact on increasing healthy lifestyles, decreasing tobacco use, and decreasing obesity among high-risk, vulnerable populations.

- Funded by the Centers for Disease Control and Prevention

- Implementation
  - Year 1 implementation – 9 months
  - Year 2 – 12 months
  - Local level: one rural and one urban
  - Antrim, Otsego, Charlevoix, Emmet, Washtenaw, Western Wayne
  - Expanding geographically in Year 2

Start with the end in mind
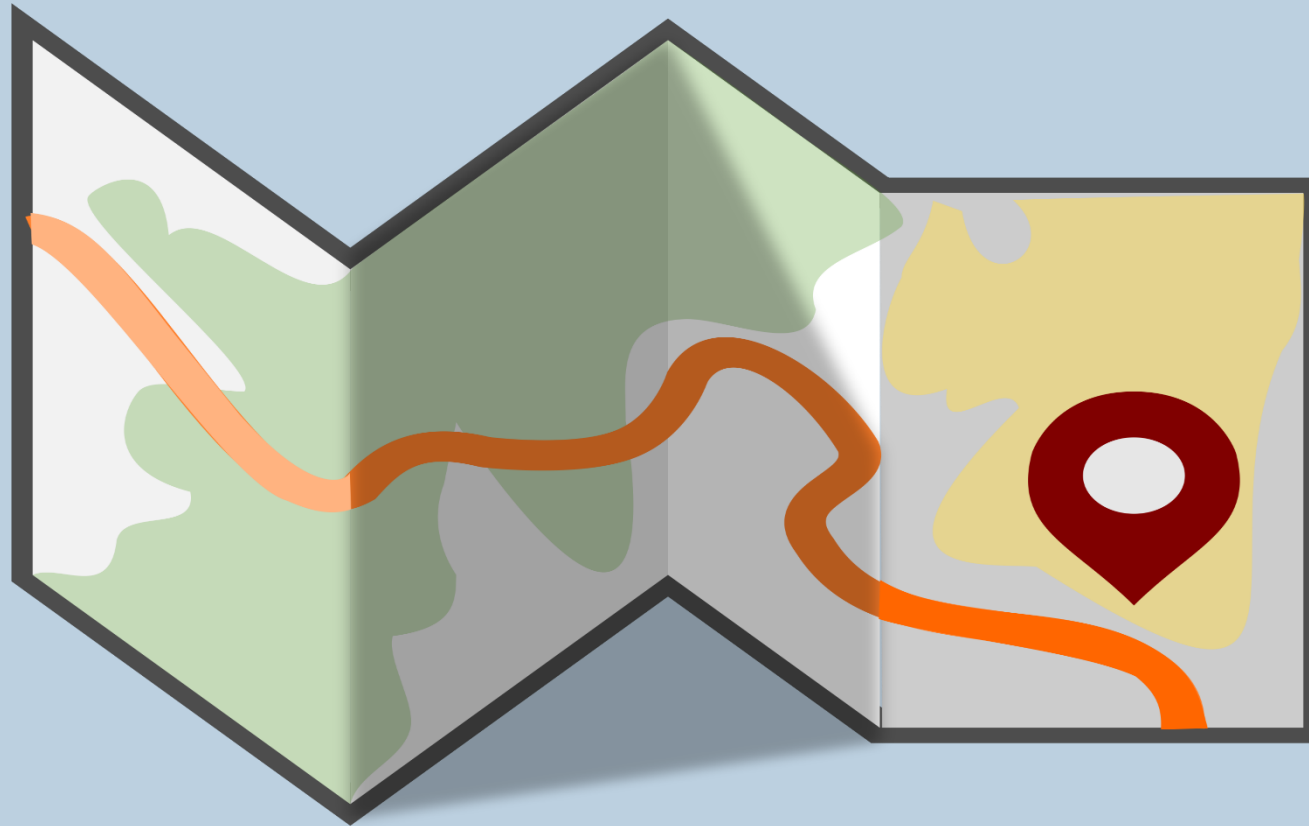
Types of Evaluations

- Process
- Outcomes
- Qualitative
- Quantitative
- Formative
- Summative

Which Type Should YOU Use?

- When making your decision, take into consideration some of the following conditions:
  - Timeframe of the program
  - Who your stakeholders are

Stakeholders

- Who are your stakeholders?
- What will they do?
- What do they need to implement the program?
- Engage your stakeholders

SMART Objectives

- Acronym*
  - **S**pecific – well-defined
  - **M**easurable – quantities
  - **A**chievable – feasible
  - **R**ealistic
  - **T**ime – Related

*CDC definition

Logic Model

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
Staff Funding Materials	What you are doing to contribute to accomplishment of outcomes	Deliverables, what your funder will collect	Short – about 1 year	Intermediate – 1 – 3 years	Long – 3+ years

Data Collection and Analysis

- Types of data collection methods
  - Surveys
  - Questionnaires
  - Interviews
  - Websites

- Methodology
  - Clearly define all of your terms
  - Create a glossary of these definitions
  - Define your parameters
  - Disseminate data collection tool to partners
  - Provide training and meetings
  - Provide technical assistance

- Analysis
  - Excel
  - SPSS
  - SAS
  - NVivo

Work Plan

- Objectives
- Activities
- Performance Measure
- Timeframe
- Responsible Staff
- Budget

Back to Your Stakeholders!

- Share your findings and results with your partners, staff, program, leadership, public, etc.

Toolkit

1. Start with the end in mind
2. Evaluation methodology
3. Engage stakeholders
4. SMART objectives
5. Logic model
6. Data methodology
7. Work plan
8. Data collection and analysis
9. Stakeholders