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

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*
  * Specific – well-defined
  * Measurable – quantities
  * Achievable – feasible
  * Realistic
  * Time – Related

*CDC definition*
## Logic Model

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>ACTIVITIES</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>What you are doing to contribute to</td>
<td>Deliverables, what your funder will collect</td>
<td>Short – about 1 year</td>
</tr>
<tr>
<td>Funding</td>
<td>accomplishment of outcomes</td>
<td></td>
<td>Intermediate – 1 – 3 years</td>
</tr>
<tr>
<td>Materials</td>
<td></td>
<td></td>
<td>Long – 3+ years</td>
</tr>
</tbody>
</table>
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