

**Health Promotion
Program Evaluation**

Interactive Webinar


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Introductions



- **Facilitators**
 - Bios at www.thcu.ca
- **Technology**
 - polling feature
 - mood
 - questions
- **Webinar Courtesy**
 - mute (music) / quiet
 - *6
- **Display**
 - Visible?
 - access slides from blog:
<http://www.thcu.ca/blogs/lc/?cat=22>
 - Size
- **Roll Call**
 - Anyone not on LM?
 - Groups of people?
- **Participation** – we may ask individuals, pass if you like

Agenda



- Focus on two critical program evaluation steps in THCU's recommended approach
 - Developing indicators (Step 1)
 - Survey design (Steps 5 and 7)
- We will use a combination of short lectures and interactive exercises to help build your skills.

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Steps in evaluation process



- Step 1: Clarify your program
- Step 2: Engage stakeholders
- Step 3: Assess resources for evaluation
- Step 4: Select the type of evaluation
- Step 5: Determine methods of measurement and procedures
- Step 6: Develop workplan, budget and timeline
- Step 7: Collect data
- Step 8: Process the data and analyze the results
- Step 9: Interpret and disseminate results
- Step 10: Take action

Step One: Clarify your program



- Ensure that your program has clearly defined goals, populations of interest, outcome objectives, activities, outputs and indicators.

Indicators



- Tell you whether you have achieved your objectives

Matching Indicators to Objectives



- To increase the number of employees in X workplace eating nutritionally balanced meals by 25% by June 2011.
- Indicators
 - # of healthy nutritional value choices offered
 - # of healthy nutritional value choices purchased (e.g. pop)

More about Indicators



- Units of measurement used to assess the extent to which objectives have been met.
- Building block for a comprehensive evaluation plan.
- Must be valid, reliable, and accessible.

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Validity



- Can you generalize the results beyond your sample (external validity)?
 - I.e., is your sample like the 'rest of the world'?
- Is it a true indicator of what you wanted to measure (internal validity)?
 - E.g. If they say they 'like' it – it doesn't mean it is 'useful'

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Reliability

- Will it give consistent, accurate measurement over time?
 - If you ask the same question at different times, will they respond in the same way?
 - Are you using the right 'scale'?
 - Does everyone understand the question in the same way? Is there too much room for interpreting the question?
 - Can emotions or other circumstances change the respondents answers from day to day?

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Are there any limitations on accessibility for this indicator?

- Examples:
 - There is a limited sample from our region
 - There is a fee
 - Physicians are difficult to reach
 - There are few people who have permission (or skills) to access the data

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Activity

- On your own or in a group, discuss whether you think the indicator is a good match for the outcome objective.
- Consider whether the indicator is:
 - Valid
 - Reliable
 - Accessible

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Outcome Objective:

- That at least one 16+ member of every family, in this Northern First Nations community, participate in the process of harvesting, preparing, preserving or storing traditional foods (to later eat in their own household) by December 2011.

Indicator:

- Number of adult community members, of those who participate in a community-wide door to door survey, who claim that that they know how to harvest, prepare, preserve or store at least one of the traditional foods listed in the survey question.

Poll slides

- Valid
- Reliable
- Accessible

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Step Five: Determine appropriate methods of measurement and procedures



- Identify the most plausible kinds of evaluation methods as well as how the data will be collected
 - Methods: Qualitative or quantitative
 - How and How often?
 - Choose, adapt or develop evaluation tool
 - Choose a sample and recruitment method

Methods



- Qualitative or Quantitative?
- Consider:
 - Stakeholder expectations
 - Success indicators
 - Available resources
 - Type of evaluation
- Examples:
 - Survey of experts
 - Interviews
 - Record-keeping
 - Pre/post health status measures

How and how often?



- How many times will you collect data?
- Include a comparison group?
- Use random assignment?

How and How Often?

- O X O O
 - Second observation, time series, to see whether effects are lasting
- O X O O vs O O O
 - Control group – not exposed to an intervention – silver standard
- R O X O O vs R O O O
 - Random assignment addition – a control trial – the gold standard

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To decide how and how often, consider:

- Do you need to show comparative impact on people who have not been exposed?
- What is the best way and time to communicate with participants/recipients?
- How can you limit the burden on study participants?
- What are your success indicators?

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Evaluation tool

- Design is important
- But the heart of it is whether you have a good tool, that measures the right things.
- Choose, adapt or develop
- Consider:
 - Success indicators
 - Time and resources
 - Type of evaluation study

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What's Wrong With This Questionnaire?



- Review the questionnaire for 10 minutes
- On your own or in your group, consider the flaws in the instrument.
- Make notes about your conclusions

Types of Errors to Look For



- 'Leading' questions (therefore bias).
- Incorrect order (creating resistance or bias).
- Intrusive questions that may generate hostility.
- Lingo and complicated words/phrases.
- Double-barrel questions
- Changing response categories (order or the terms).

What's Wrong With This Questionnaire?



- Compare your results with the answer key on the blog





Resources

What kind of planning support do you need?

Plan your first steps: How can you help plan the program for the community, national, or local level?

Develop the program: Develop the program's logic model, workbooks, and materials. Review the program's logic model and materials for each step.

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THCU on Evaluation



- Evaluating Health Promotion Programs Workbook in French and English
 - Conducting Survey Research Workbook
 - Conducting Focus Groups Workbook
 - Tips for Running Focus Groups with Youth
 - Continuous Quality Improvement Slideshow
 - Evaluation At a Glance
- http://www.thcu.ca/infoandresources/resource_display.cfm?res_topicID=5

Sources of Health Promotion Indicators



- Health Canada website (search 'indicators') www.hc-sc.gc.ca
- U.S Healthy People 2010 Local Health Indicators www.healthypeople.gov/LHI
- Canadian Council on Social Development www.ccsd.ca
- Federation of Canadian Municipalities quality of life reporting system www.fcm.ca

More Sources of Health Promotion Indicators



- "Indicators that Count: Measuring Population Health at the Community Level" http://www.phac-aspc.gc.ca/ph-sp/phdd/resources/subject_determinants.html
- APHEO <http://www.apheo.ca/>
- Health Evidence Network
- http://www.euro.who.int/HEN/Syntheses/20030820_1
Empowerment Paper
<http://www.euro.who.int/Document/E88086.pdf>

Glossaries



- WHO Health Promotion Glossary
 - <http://www.who.int/hpr/support.material.shtml>
- NCI Health Comm Glossary
 - <http://www.cancer.gov/pinkbook/page14>
- Atlantic Centre of Excellence for Women's Health EVAL glossary
 - <http://www.acewh.dal.ca/eng/reports/EVAL.pdf>
- Canadian Evaluation Society List of Glossaries
 - <http://www.evaluationcanada.ca/site.cgi?s=1&ss=1&num=00676>

THCU's Consultation Service



- Free to those working on Ontario-focused projects.
- Scope varies, depending on need:
 - short training sessions;
 - brief, one-time advice;
 - review your work or product;
 - hands-on assistance working through our step models;
 - links to other sources of information and resources.
- Consultation request form
http://www.thcu.ca/consultation/request_form.htm
- Sample consultations <http://www.thcu.ca/consultation.htm>

Upon Request Workshops



- All of our workshops, are available upon request for groups as small as 30 and as large as 50.
- Any coalition or agency can partner with THCU to host a workshop in their community.
- We provide the facilitators at no cost and will work with you to help tailor, organize and promote the event.
- Service request form
http://www.thcu.ca/consultation/request_form.htm
- We require at least three months' notice to plan and deliver a workshop.

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