Program Evaluation Framework

Before we begin, a little about our format…

- Presentation by seminar speaker (approx. 30 min.)
- Followed by question and answer session (approx. 30 min.)

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- Please press *6 on your telephone keypad to mute your line (to un-mute your line, press *6 again)
- If you are experiencing difficulty with your phone connection, dial *0 for the conferencing service operator
- For questions that arise during the presentation, click on the “hand” button and wait to be called on to ask your question over the phone
Program Evaluation Overview: A Conversation with Uyen H. Kao, M.P.H.

Uyen H. Kao, MPH
Center for HIV Identification, Prevention, and Treatment Services

November 16, 2006
Acknowledgement

- AIDS Project Los Angeles
- Research and Evaluation Core—APLA
- Center for HIV Identification, Prevention, and Treatment Services—UCLA
- The César E. Chávez Institute
About the presenter:

Mrs. Uyen Kao works for the Department of Family Medicine at UCLA and Center for HIV Identification, Prevention, and Treatment Services (CHIPTS). As a Project Director, she manages a NIDA-funded study examining the potential emerging public health problem of treatment-resistant HIV transmission in methamphetamine-abusing MSM in Los Angeles. She provides a broad array of HIV-related technical assistance including trainings on grant proposal writing, adapting and tailoring evidence-based HIV interventions and HIV program planning and evaluation. Prior to CHIPTS, she was with AIDS Project Los Angeles where she managed a capacity building project funded by the Los Angeles County OAPP to provide program evaluation training and technical assistance services. Her research interest is in the sociocultural factors that impact women’s health, adolescent sexuality, and HIV disclosure among those infected. Mrs. Kao received her Masters of Public Health from UCLA.
Seminar Objectives

- Define program evaluation and understand how it fits into program planning
- Identify steps for evaluating a program
“I think you should be more explicit here in step two.”
What is Program Evaluation?

“The systematic (orderly) collection of information about the characteristics, activities, and outcomes of services or programs to assess the extent to which objectives have been achieved, identify needed improvements, and/or make decisions about future programming.”

– HRSA, 1999
Benefits of Evaluation

- Decision-making and program planning
- Stay on track
- Improve program and service delivery
- Fulfill grant or contract requirements
- Determine the cost-effectiveness
- Make budgetary decisions
- Provide evidence for future funding
Barriers to Evaluation

- Lack of skills
- Limited resources
- Lack of support
- Fear of consequences
- Burden on clients and staff
Evaluation Framework

STEP 1: Determine Purpose and Uses
STEP 2: Develop Measurable Objectives
STEP 3: Develop Evaluation Questions
STEP 4: Collect/Gather Credible Evidence
STEP 5: Analyze Info & Develop Conclusion
STEP 6: Report Findings
Case Study

Your agency recently started a Healthy Wellness Program. The goal of the program is to promote physical activity and healthy eating habits among all its employees.

As a team leader, you are responsible for coordinating activities as well as evaluating your team’s success. How do you plan to evaluate your program??
1. Who is most likely to need and use the information obtained?

2. What is the primary purpose of the evaluation?

3. How will the information be used?

**Case Study**

1. Supervisor, Human Resources dept, Executive Director, funder

2. To determine program effectiveness

3. It will be used to provide evidence for continuing funds; to encourage more staff participation
Objectives are specific statements which describe what you plan to do with your proposed program within a given time period (CDC, 1999)
Measurable Objectives

**WHEN**
Time (date) by or during which it is to occur

**HOW MUCH**
Target rate or the amount of change

**FOR WHOM**
Refers to the target population

**IN WHAT**
Problem/behavior/outcome to be changed or intervention to be accomplished

**WHERE**
Area in which target population is located
**Measurable Objectives**

- **WHEN**: By the end of fiscal year
- **HOW MUCH**: 80% of program participants
- **FOR WHOM**: Will reach their goal weight loss
- **IN WHAT**: At G.R.E.A.T. Agency
- **WHERE**: 

Measurable objectives should be **REALISTIC!!**
Help focus the evaluation

Vary from one program to another

Based on purpose, objectives, resources, and timeframe of the evaluation

Case Study
1. Who participated in the program (gender, race, PT/FT, age)?
2. How many participants reach their weight loss goal?
3. What were participant’s satisfaction level?
STEP 4 Collect/Gather Credible Evidence

1. Identify types of information needed
2. Determine sources for information
3. Select methods to collect information
4. Define procedures to collect information
1. Identify Types of Info Needed

- **Variables** - observable characteristics of a person, organization, or program that are counted and measured

- **Measure** - the observable and measurable data or item of information to be collected for a specific variable (also called indicator)
### Examples of Variables & Measures

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td># of males, females, or transgender</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td># of persons per race/ethnic category (e.g. Caucasian, African Am, Latino/a, etc)</td>
</tr>
<tr>
<td>Age</td>
<td>What is your age? Or What is your date of birth? Or What is your age category?</td>
</tr>
</tbody>
</table>
2. Determine Sources for Info

Sources of Information

- People
- Documents
- Observations
3. Select Methods for Collection

- Methods: document reviews, surveys, interviews, observations, focus groups, case studies

- Selection of data collection methods should be based on:
  - Available resources
  - Desired response rate
  - Timeframe
  - Access to data source
  - Staff experience
  - Reliability and validity
4. Define Procedures for Collection

- **When** will the information be collected?
- **Where** will the information be collected?
- **Who** will collect the information?
- **How** will the information be collected?
Summary of Step 4 – Collecting credible evidence

1. Identify **types of information** needed
2. Determine **sources** for information
3. Select **methods** to collect information
4. Define **procedures** to collect information

**Case Study**

1. Weight, height (to calculate BMI)
2. Participants, other staff members, medical history
3. Observation, interview, document review, survey, instrument tool
4. The team leader will obtain weight/height measures using a scale/measuring tape from participants on the 1st of each month between 9-10am in the conference room.
Data Analysis – the process of categorizing, ordering, manipulating, and summarizing data to obtain answers to evaluation questions
STEP 5 \hspace{1cm} \textbf{Analyze/Develop Conclusions}

1. Enter data and check for errors
2. Tabulate data
3. Analyze data by key characteristics
4. Provide interpretation of findings
1. Enter Data/Check for Errors

- Transfer data into new form
- Check for errors
  - Look at every nth case
  - Check visually or run frequencies
  - Check if answers make sense
## Sample Spreadsheet

<table>
<thead>
<tr>
<th>PID</th>
<th>Gender</th>
<th>Race/Ethnicity</th>
<th>Exercise</th>
</tr>
</thead>
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<td></td>
<td>M</td>
<td>F</td>
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<tr>
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<td>4</td>
<td>115</td>
</tr>
</tbody>
</table>
2. Tabulate Data

- Total # of Participants
- Frequency
- Percentage
- Ratio
- Mean
- Median
- Mode
- Range
Example

These are the participant’s age reported:

25, 29, 27, 22, 30, 25, 23, 21, 27, 23, 40, 45, 23, 27, 35

Mean: 420/15=28 years

Median:
21, 22, 23, 23, 23, 25, 25, 27, 27, 27, 27, 30, 35, 40, 45

Mode: 27

Range: 45-21=24
3. Analyze Data

- Break down data by key characteristics (e.g. age, gender, ethnicity, etc.)
- Compare results by key characteristics
- Compare data at different points in time

**Case Study**

Of the 52 employees, 15 (29%) participated in the Healthy Wellness Program during the first quarter. 73% of the participants were women and had a mean age of 28. Most of the participants were (46%) Hispanics, followed by 33% Whites, and 20% Blacks.

47% of participants who had BMI $\geq$ 25 at baseline were able to decrease their BMI by at least 1 point. The average weight loss by participants were 7lbs during the 3 month period.
4. Provide Interpretations

✓ Helps intended users understand what the numbers may mean

✓ Increases appreciation for your program

✓ Shares reasons for why your results are the way they are
STEP 6  Report Findings

Should include description:

- Program/services being evaluated
- Purposes of the evaluation
- Methods of data collection
- Results of data analysis
- Discussion strengths and weaknesses and implications of the results
Case Study

Based on the evaluation conducted, the Healthy Wellness Program was effective in promoting physical activity and healthy eating among its participants. 67% reported eating more vegetables/fruits than before starting the program and 53% reported exercising/engaging in a physical activity for a total of 1 hour per week post-intervention. The average weight loss was highest among non-Latino participants compared to Latinos. 93% of the participants reported being satisfied or very satisfied with the program.

Areas for improvement include outreaching and developing program activities more targeted for male employees (e.g. basketball game during lunch hour, Friday night baseball). The healthy eating workshops and cooking demos need to be more cultural specific such as including low-carb Latin recipes.
Summary of Six Steps

- **STEP 1**: Determine Purpose and Uses
- **STEP 2**: Develop Measurable Objectives
- **STEP 3**: Develop Evaluation Questions
- **STEP 4**: Collect/Gather Credible Evidence
- **STEP 5**: Analyze Info & Develop Conclusion
- **STEP 6**: Report Findings
1. Click on the “hand” button to raise your hand.

2. Press *6 to unmute your phone

* Please keep your phone muted at all other times
Future Acción Mutua web seminars:

Latinas Transgenders & HIV Risk
January 18, 2007

Program Evaluation Series
January 25, 2007 (overview)
February 27, 2007 (part two – process evaluation)
March 27, 2007 (part three – outcome monitoring)
Thank You!!

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