

Evaluation Toolkit



The following resources will:

- Help you understand what evaluation is
- Help you design an evaluation
- Provide tips on how to select and work with an evaluator
- Help you interpret your findings
- Provide sources for secondary data (data not produced by your organization but that might be useful in evaluating your program).

What is Program Evaluation?

The **Center for Disease Control** defines program evaluation as:

The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.

In short, program evaluation answers questions such as:

1. Does the program work as expected?
2. How can the program be improved?
3. Are there unintended consequences?
4. Are the program's goals appropriate and useful?

Resources

The Robert Wood Johnson Foundation's Guide to Evaluation Primers

http://www.rwjf.org/files/publications/RWJF_ResearchPrimer_0804.pdf

The Community Tool Box

http://ctb.ku.edu/en/tablecontents/chapter_1036.htm

The Free Management Library's Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources

<http://managementhelp.org/evaluatn/outcomes.htm>

Lana Muraskin's Understanding Evaluation: The way to better prevention programs.

<http://www2.ed.gov/PDFDocs/handbook.pdf>

Evaluation Checklists

Western Michigan University Evaluation Center

(<http://www.wmich.edu/evalctr/checklists/>) has evaluation checklists for:

- Designing
- Budgeting
- Contracting
- Staffing
- Managing and assessing evaluations of programs
- Personnel, students, and other evaluands
- Collecting, analyzing, and reporting evaluation information
- Determining merit, worth, and significance

Help with Logic Models

The **W.K. Kellogg Foundation** defines logic models as:

“a systematic and visual way to present and share your understandings of the relationships among the resources you have to operate your program, the activities you plan, and the changes you hope to achieve.”

Resources

The W.K. Kellogg Foundation’s *Logic Model Development Guide*:

<http://www.wkkf.org/knowledge-center/Resources-Page.aspx>

The Advocacy Progress Planner is an online logic model planning tool. It is mainly geared towards advocacy efforts but can be modified to fit different programs.

<http://www.planning.continuousprogress.org/>

How to Engage Stakeholders

Robert Wood Johnson Foundation’s *A Practical Guide for Engaging Stakeholders in Developing Evaluation Questions*:

<http://www.rwjf.org/files/research/49951.stakeholders.final.1.pdf>

How to Select Evidence Based Interventions

The Center for Substance Abuse Prevention’s *Identifying And Selecting Evidence-Based Interventions*

http://download.ncadi.samhsa.gov/csap/SMA09-4205/evidence_based.pdf

How to Select and Work with Evaluator

The Administration for Children and Families *The Program Manager's Guide to Evaluation, Chapter 4:*

http://www.acf.hhs.gov/programs/opre/other_resrch/pm_guide_eval/reports/pmguide/chapter_4_pmguide.html

The AEA website has the background and a link to a print-friendly version of the *AEA Guiding Principles for Evaluators*:

<http://www.eval.org/Publications/GuidingPrinciples.asp> .

Interpret your findings

The Administration for Children and Families *The Program Manager's Guide to Evaluation, Chapter 8:*

http://www.acf.hhs.gov/programs/opre/other_resrch/pm_guide_eval/reports/pmguide/chapter_8_pmguide.html

Cultural Competence

The Annie E. Casey Foundation's *Organizational Self Assessment* (This guide helps organizations evaluate staff competencies and organizational policies and practices):

http://www.aecf.org/upload/publicationfiles/organization_self_assessment.pdf

The Annie E. Casey Foundation's *Race Matters: Racial Equity Impact Analysis- Assessing Policies, Programs and Practices* (This guide assesses equity effects of policy proposals and programs and implementation decisions):

http://www.aecf.org/upload/publicationfiles/racial_equity_analysis.pdf

State, Regional, and Local Secondary Data Resources

For a comprehensive list, visit <http://www.theprojectpeoplellc.com/statistics/>

National Secondary Data Resources

Program Planning

- Center for Substance Abuse Prevention (CSAP)
- Center for the Application of Prevention Technologies
- Community Anti-Drug Coalitions
- Ensuring Solutions to Alcohol Problems
- Join Together
- Marin Institute
- MediaWise
- National Academy for State Health Policy
- National Clearinghouse for Alcohol and Drug Information
- National Institute on Alcohol Abuse and Alcoholism
- National Institute on Drug Abuse
- National Organization of State Offices of Rural Health
- National Youth Anti-Drug Media Campaign
- Pacific Institute for Research and Evaluation
- Search Institute
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Tri-Ethnic Center for Prevention Research
- U.S. Department of Justice
- Underage Drinking Enforcement Training Center
- Underage Drinking Enforcement Training Center
- US Department of Education
- US Dept of Health and Human Services
- Wisconsin Prevention Resources Center
- World Health Organization

Children's Programming

- Committee for Children
- National Alliance for Drug Endangered Children

Tobacco

- Global Smoke Free Partnership
- Infect Truth
- National Center for Disease Prevention and Health Promotion Center
- Tobacco Control Strategy Planning
- Tobacco Law Center
- Tobacco Technical Assistance Consortium
- Tobacco.Org

STD's and Drug Use

- Center for Disease Control and Prevention National Prevention Information Network

Crime

- Bureau of Justice Statistics (BJS)

Special Population Studies

- United States Census