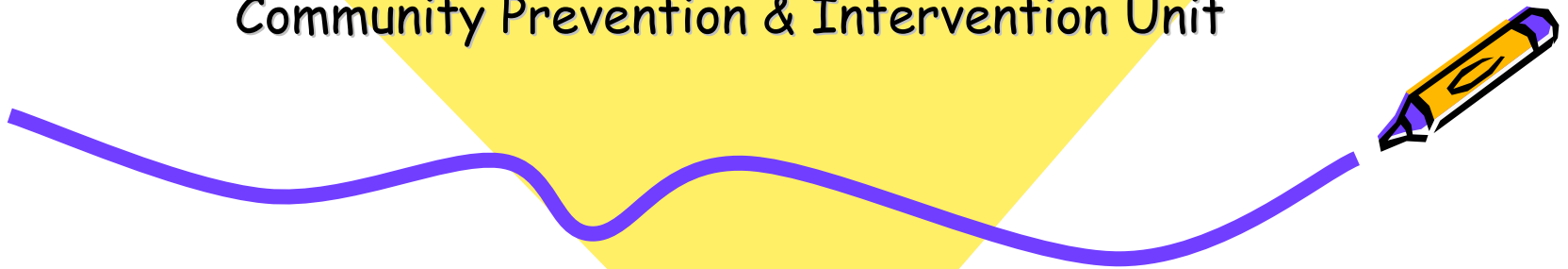




Evaluation Overview

UT Southwestern Medical Center at Dallas
Community Prevention & Intervention Unit

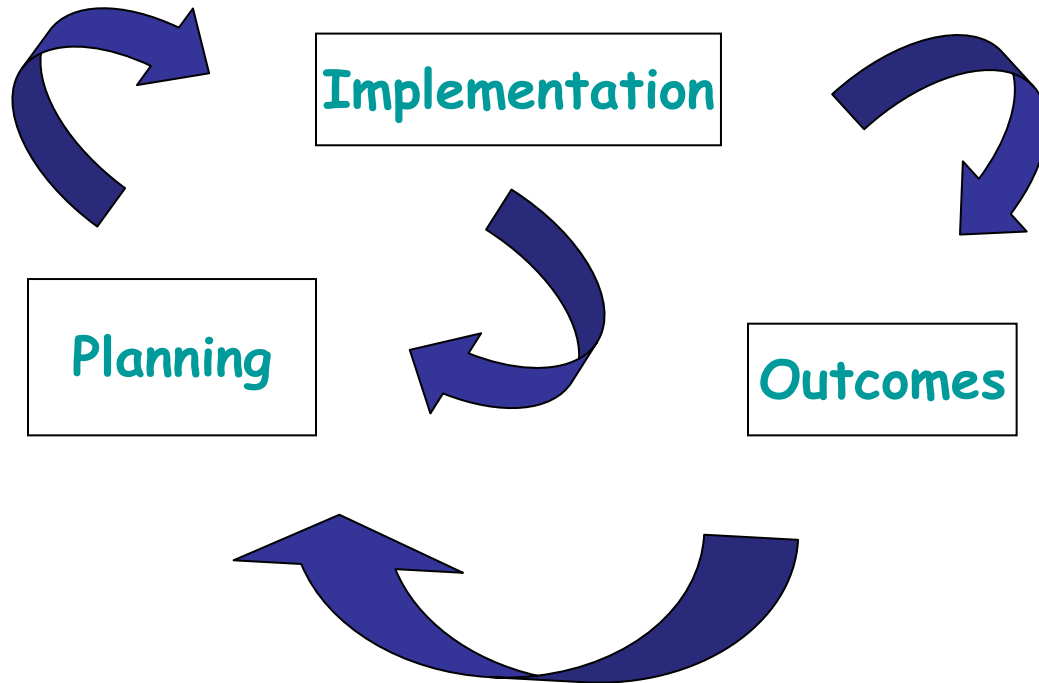


Program Evaluation

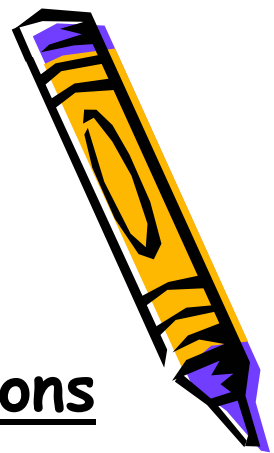
A systematic examination of a planned, ongoing or completed program which, aims to provide decisions about the value of what was taught or learned and how the learning and teaching was carried out. The evaluation process commonly seeks to determine the efficiency, effectiveness, impact, sustainability and the relevance of the programs objectivities.



Relationship between Planning, Implementation, and Outcomes of a program



Types of Evaluation



Formative Evaluation

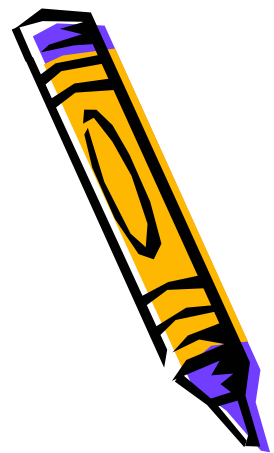
Conducted during the development or improvement of a program and is administered often more than once, for-in house staff of the program, during the design or development stage with the intent to improve the program.

Answers these questions

- Which works better?
- How should the intervention be designed or modified to meet the need of the population?
- Are the materials appropriate to make the intervention successful?



Types of Evaluation



- **Program Implementation Evaluation**

Examines the extent to which programs actually operate consistent with the procedures originally designed for the program. This evaluation focuses on program operations, tasks, and activities which happen on a day-to day basis.

Answers these questions

- Are the staff and volunteers actually carrying out the enrollment process as designed on a daily basis?
- Is staff following program procedures provided for the AIDS counseling hotline?
- How consistent is the outreach staff disseminating information on the HIV testing and counseling program?



Types of Evaluation



Process Evaluation

Focuses on the characteristics of the program and target population being served. It collects detailed data about the intervention, how it was delivered, the population served, and the population's ability to access the intervention.

Answers the questions

- What services are actually being delivered and to whom?
- How many people attended a safe sex discussion session and what types of people were they?
- How many referrals for HIV testing and counseling were made this week and what was the age, gender of those being referred?



Types of Evaluation



Impact Evaluation

Determines if the results/outcomes of a program are evident over the long run. By assessing the overall intended and unintended effects of a program, it also examines a program on some specific type of community problem.

Answers these question

- Did the program make a difference?
- Did the program have a greater impact on the rate of virus transmission rather than behavior change outcomes?
- Will the achieved effects of the program be sustained during the duration of the program?



Types of Evaluation



Outcome Evaluation

Basically, tells whether your program is achieving its desired outcomes or not. Assesses the changes in a target population's awareness, knowledge, attitudes, and behaviors related to a physical activity and measures how these changes can be attributed to the intervention.

Answers these questions

- Did the program make difference?
- Can the designed program increase participants knowledge on HIV/AIDS prevention for those that attend?
- How much of the behavior change can be attributed to the program?



Types of Evaluation



Process Monitoring

Provides information on key aspects of how a system or program is operating and the extent to which specific objectives are being attained. This process is an ongoing monitoring and reporting of program accomplishments, particularly progress towards pre-established goals for the program and participants.



Answers these questions

- Are program achievements reflective of the program objectives?
- Can program achievements be described in terms of outputs, outcomes, in a given time against pre-established goals?
- Did the participants model specific behavior skills which were designed by the program objectives after completion of the program?



Types of Evaluation



- *Outcome Monitoring*

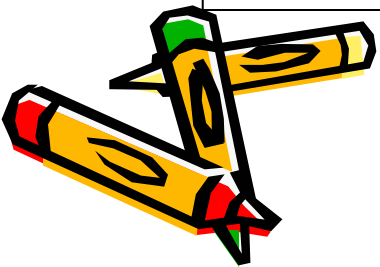
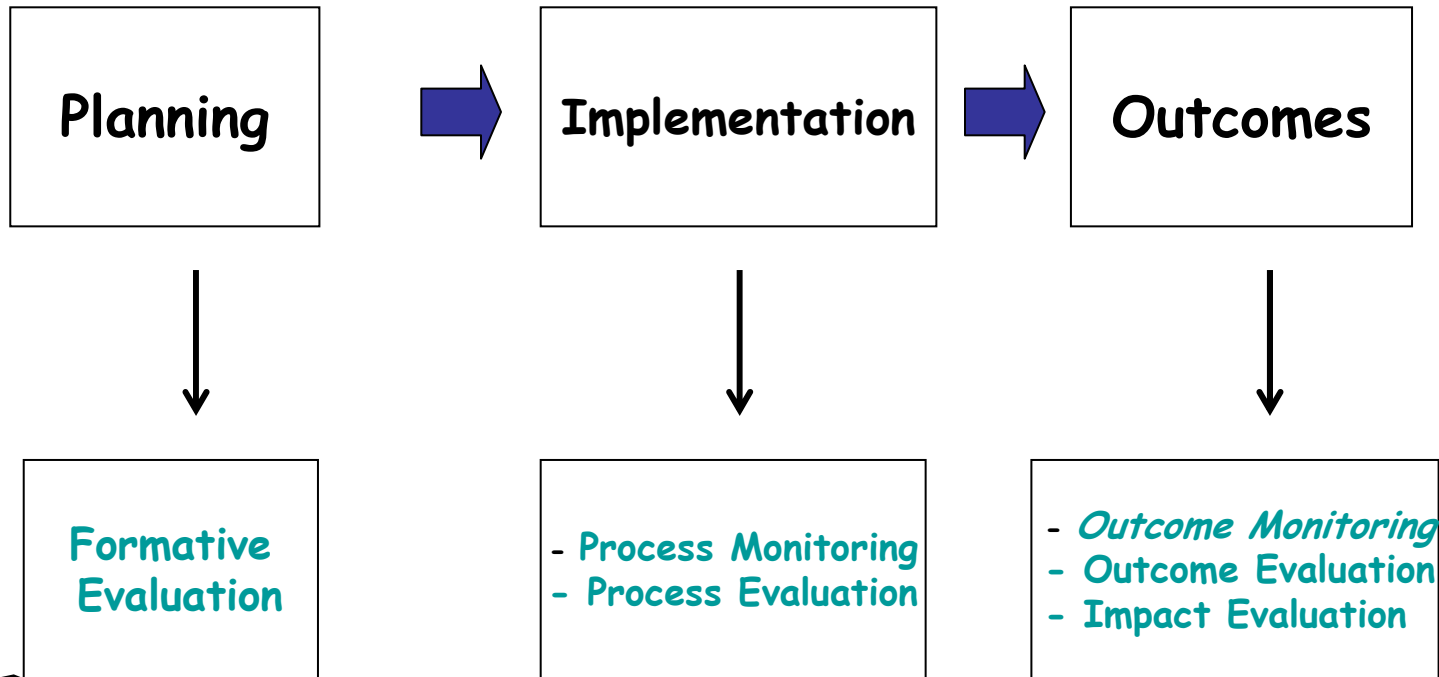
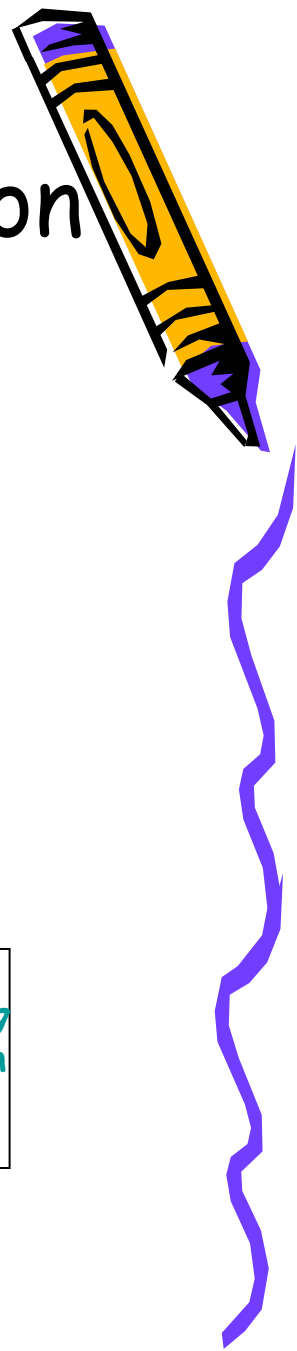
A systematic collection of information about the progress of participant's knowledge, attitudes, skills, or behaviors before and after the intervention has been introduced.

Answers these questions

- Did the intervention do what it said it was going to do?
- Did the intervention meet its objectives?
- Did the expected outcomes occur?



Evaluation: Related to Planning, Implementation and Outcomes



Reminder:

There are several ways to collect information on the outcomes of HIV or any other type of intervention. You may use one or a combination of various methods depending on the resources and needs of your individual agencies.

