

D6: Putting Evaluation to Work for You: Developing Evaluation Plans that Work

Speakers: Mark Dignan, PhD

Continuation of workshop 1, Building Blocks for Program Evaluation. Providers of diabetes programs spend a lot of time on implementing services and activities. Therefore, they have an interest in knowing how things are going, whether the program is making a difference, and if the participants are successful. Yet many providers of diabetes services and activities do not know where to start and do not have the tools needed to evaluate the program. This two-part workshop will provide an overview of evaluation and will foster an understanding of the evaluation process through a real world example and presenting information on key elements of evaluation. The goal of the 2 workshops are to provide participants with a solid base from which to make decisions that ultimately lead to more effective programs. By the end of the two workshops participants should be able to:

- identify stakeholders -who they are and what they want;
- state the purpose for evaluation -what is it and why do we need it;
- write goals and objectives -what are they and how can they help;
- identify levels of evaluation -what is needed and wanted; and
- outline a basic evaluation plan including a simple logic model, identify evaluation questions to be addressed, data to be collected to assess the quantity and quality of the program's achievements and identify ways to use evaluation to improve the program's services and activities.

1. MMWR Reports and Recommendations Framework for Program Evaluation in Public Health September 17, 1999 / 48(RR11); 1-40.
2. CDC provides a workbook to facilitate learning of practical program evaluation <http://www.cdc.gov/eval/workbook.PDF>
3. Community Toolbox (CTB) is an Internet resource for health promotion and community development that contains information regarding how to conduct public health work and social change on a community level. <http://ctb.lsi.ukans.edu/ctb/c30/ProgEval.html>
4. Physical Activity Evaluation Handbook provides evaluation examples and workbook of physical activity programs. <http://www.cdc.gov/nccdphp/dnpa/physical/handbook/pdf/handbook.pdf>
5. W.K. Kellogg Foundation provides an evaluation handbook for foundation grantees and provides useful information and tools. <http://www.wkkf.org/Pubs/Tools/Evaluation/Pub770.pdf>