

Case Study Application: From Theory to Practice

Reading Between the Lines:
Health, Safety and Literacy

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Four Workshops

Case Study Application

- **Workshop 1** - Assessing the Situation - Exploring the Case Study
- **Workshop 2** – Planning for Change
- **Workshop 3** - Implementing Our Plan and Keeping It Going
- **Workshop 4** – Evaluation and Taking it Home!

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Learning Outcomes

1. Knowledge of the types of evaluation
2. Skill in developing an evaluation questions
3. Transfer of knowledge to situation in home community

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Review

- Highlights of Wednesday's workshop:
 - What did you learn?
 - What question did you have?

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Workshop Outline

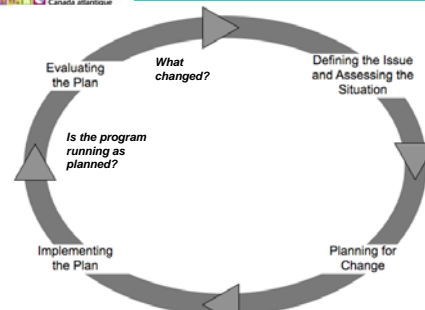
- Presentation: Integrating evaluation in the planning process
- Small Group Activity: Evaluation Questions and success indicators
- Large Group: Celebrating the plans
- Individual Reflection: Where do we go from here?
- Evaluation

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Workshop 4: Evaluating the Plan



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Reflection on Evaluation

What comes to mind when you hear the word "evaluation"?

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Definition

"**Evaluation** is the *systematic* collection of information about the activities, characteristics and outcomes of programs (and projects or other interventions) to *make judgements* about the program, *improve effectiveness*, and/or *inform decisions* about future programming."

Michael Quinn Patton, (1997), *Utilization Focused Evaluation*, p. 23)

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A Critical Question



Why evaluate?

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Why Evaluate?

- Create the best possible interventions
- Learn from mistakes
- Make modifications as needed (in progress)
- Measure & report on achievement of intended outcomes
- Produce data for future use in intervention planning and writing new grant proposals
- Demonstrate effectiveness of your intervention as a "best practice"

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Goal of Evaluation

- The goal is to get the right information into the hands of the right people, in a timeframe, and format that they can use to make the decisions they need to make
- Therefore your evaluation plan needs to consider needs of funders and others.

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As the Cheshire Cat said to a lost Alice in the woods of Wonderland, "If you don't know where you're going, you're liable to end up someplace else - and not even know it."

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Evaluation = Planning

- Evaluation supports all phases of planning, implementation and ongoing management of your program
- Evaluation activity begins immediately
- Different types of evaluation come into play at different stages of the program as you answer different questions

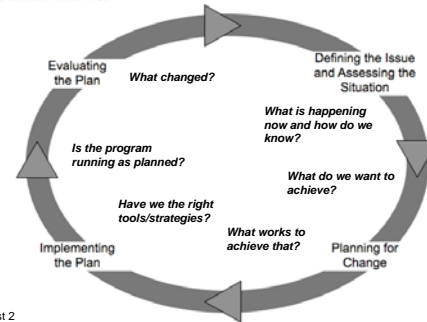
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Planning and Evaluation



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Types of Evaluation



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Needs Assessment

- Part of defining the problem, and assessing the issue
- Use of locally relevant data
- Public interpretation of the problem
- Public will
- Political will

...Your social and policy context!

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Developmental Evaluation

- Designing the right program based on the best available evidence
- Have intended outcomes been clearly identified?
- Is the program's logic sound?

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Formative Evaluation

- Testing the approach, and specific tools of your intervention
- Are proposed messages likely to reach the people you are trying to serve?
- How will people in the target population get information?
- Who does the target population respect as a spokesperson?
- Details that the program developers may have overlooked

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Process Evaluation

- Shows how well a program is working
- Identifies early problems that occur in reaching the target population
- Allows programs to evaluate how well their plans, procedures, activities and materials are working and make adjustments if necessary

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Outcome Evaluation

- Shows the degree to which the program is producing the intended outcomes for the target audience (often what funders want to see)
- Tells us if this program could be considered a Best Practice for wide dissemination

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Outcomes

- What do you want to change?
- In what direction?
- By how much?
- Over what time period?

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Five Evaluation Questions

What?	1. Did we do what we said we would do?
Why?	2. What did we learn about what worked and what didn't work?
So what?	3. What difference did it make that we did this work?
Now what?	4. What could we do differently?
Then what?	5. How do we plan to use the evaluation findings for continuous learning?

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Guide to Project Evaluation, A Participatory Approach, Health Canada August 1996

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Indicators

Indicators are “success signs” that:

- let you know you are achieving your goals and objectives.
- answer the question “How do we know we are achieving success?”
- tell you early on if you need to change any of your program or the way you are delivering it

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Examples: Success Indicators

Are you achieving your goals? outcomes

- Increase of 5% in young people completing high school in 5 years
- Increase of 3% of seniors staying in their own homes within 2 years

Are you working well with partners? process

- 80% of partners continued to project end
- Conflict resolving process agreed to by partners

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Logic Models

- A visual way to show your program plan
- Specifies the intended relationships between the elements of the program/project
- Ensures that all stakeholders have a shared view of the program/project
- Ensures that the new program/project can be and is implemented and evaluability as intended

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Small Group Activity

Each group creates an evaluation question and an indicator of success related to an objective in their plan

You will have completed the planning process!

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Questions to Ask

For each of your objectives –

- What is the desired change in terms of outcomes or processes?
- What change will take place in what population in what time frame?
- How will you know the change has occurred?
- How will you measure the change?

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Celebrating our plans



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Taking it Home

Reflect on an issue in your community

- What is the status of your current context?
- What tools can you apply?
- What steps will you take on your return home?

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Reflections

Reflections –

- 1 What have you learned about literacy?
- 2 About planning?
- 3 What did you like about the 4 sessions?
- 4 What are your suggestions for improvement?
- 5 Other comments?



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Resources

- A Program Evaluation Toolkit by the Ottawa-Carleton Health Department
- OIPRC Evaluation Toolkit (www.oninjuryresources.ca)
- Essential Skills Series by the Canadian Evaluation Society

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Evaluation Resources

- Guide to Project Evaluation, A Participatory Approach, Health Canada Aug 1996
- http://www.phac-aspc.gc.ca/ncfv-cnivi/familyviolence/html/fvprojevaluation_e.html
- Patton, Michael Quinn (2008) Utilization Focused Evaluation, 4th ed. Sage Publications: Thousand Oaks, CA
- A Program Evaluation Toolkit, Ottawa-Carleton Health Department
- OIPRC Evaluation Toolkit www.oninjuryresources.ca
- Essential Skills Series by the Canadian Evaluation Society

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Evaluation

Please take the time to complete the evaluation. This is a pilot and your feedback is essential.

During the closing there will be an opportunity to share your experiences with others.

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References

- This Stream uses the Circle of Health© PEI Health and Community Services Agency 1996 as its foundation.
- Additional materials used for these workshops have been adapted with permission from four main sources:
 - *A Best Practices Approach to Health Promotion*, 2002, from Health Promotion Clearing House and Heart Health Nova Scotia.
 - *Bâtir une communauté en santé, pour agir en promotion de la santé*, 2008, Mouvement Académien des Communautés en Santé du Nouveau-Brunswick, inc. (MAC-NB) en collaboration avec le Réseau-action Communautaire de la Société Santé en Mieux-être en français du Nouveau-Brunswick.
 - *Canadian Injury Prevention Curriculum (CIPC)*, rev 2008, Canadian Collaborating Centres on Injury Prevention (CCCIP) c/o SMARTRISK.
 - Eastern Health, Newfoundland and Labrador

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Resources



OUR CIRCLE www.ourcircle.com

- support for users of the Circle of Health
- generate ideas for new knowledge products and services
- facilitate **making of connections** among users to bring about social change

Published article:

Mitchell, T. & Beattie-Huggan, P. (2006). Determinants of Health Approaches: The Circle of Health as a Synthesis Tool, *International Journal of Health Promotion and Education*, 44 (2), 78-82

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Thank You

- Small Group Support
- Your Participation
- Contributors to material –

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