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EVALUATION TOOLKIT

Using your toolkit to conduct an evaluation
Evaluation toolkit

How to evaluate activities intended to increase awareness and use of colorectal cancer screening

NATIONAL Colorectal Cancer ROUNDTABLE
Activities that increase (or may increase) community demand for screening:

- Client reminders
- Client incentives
- Small media
- Group education
- One-on-one education
- Mass media campaigns (appendix)

As found in www.thecommunityguide.org
Screening activities covered in the toolkit...

Activities that increase (or may increase) community demand for screening:

- Provider assessment and feedback interventions
- Provider reminder and recall systems
- Policy change
- Systems change
- Environmental change
- Social media
Evaluation toolkit update: Screening datasets backgrounders

More information on the datasets for tracking screening rates and how to use them, including:

- BRFSS
- NHIS
- HEDIS
- UDS
- Medicare Claims Data

Additional new case studies, tools and tip sheets can be found in the update!
Overview of evaluation
Before we begin…why evaluate?

- Reasons to conduct evaluations
  - Guide programming decisions
  - Show effectiveness
  - Reach target audience
  - Compare outcomes with similar programs
  - Seek funding

- Cultural/ethical considerations
Overview of the evaluation process

1. Describe and map your program
2. Prioritize what you need to know
3. Design your evaluation
4. Create tools for gathering information
5. Collect the information
6. Sort and analyze the information
7. Use and share the information
Step 1: Describe and map your program

- Who does your intervention target?
- How are services delivered?
- Why do you provide these specific services?
- How do you hope your activities benefit participants or the community?
Step 2: Prioritize what you need to know

- Program impact (outcomes)
- Program implementation (process)
- Satisfaction
Step 3: Design your evaluation

- Assess your resources
  - Budget
  - Internal capacity
  - Staff time
- Select a strategy for gathering information
Step 4: Identify or develop data collection instruments or questions

Once general data collection approach is established…

- Develop your data collection materials
  - Surveys
  - Interviews
  - Focus groups

- Identify existing data collection instruments
  - Toolkit sample instruments
  - BRFSS
  - HINTS
  - NHIS
Step 5: Collect the information

- Once you have identified your approach and created your tools, you should:
  - Develop a data collection plan
  - Determine when data collection will occur
  - Collect the information
Step 6: Sort and analyze the information

- Organize your information effectively
- Analyze and identify key findings
- Interpret results
- Consider implications
When interpreting results be sure to...

- Involve stakeholders
- Consider significance of findings
- Beware of data inconsistencies

What do your results mean?
- Are there emerging patterns/themes?
- Do the results make sense?
- What is surprising?
- What is consistent with national/state data?
- Are your findings significant?
- Do the results suggest potential program improvements?
- Do the results lead to new questions?
- When should this evaluation be repeated?
Step 7: Use and share the information……

- What did you learn about your program?
- What program elements could be changed/enhanced/added?
- How should the evaluation be adjusted?
- How should you disseminate your findings?
Don’t shelve the evaluation…share it

- Who needs to know what you learned?
- What is the best way to tell them the story?
More evaluation information

- Recorded webinars and resources available at [www.nccrt.org](http://www.nccrt.org)
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