



**Andrea (Andi) Dwyer**  
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Using your toolkit to conduct an evaluation

# Evaluation toolkit

## Evaluation toolkit

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



# Screening activities covered in the toolkit...

## 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](http://www.thecommunityguide.org)



**NEW!**

# 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!*

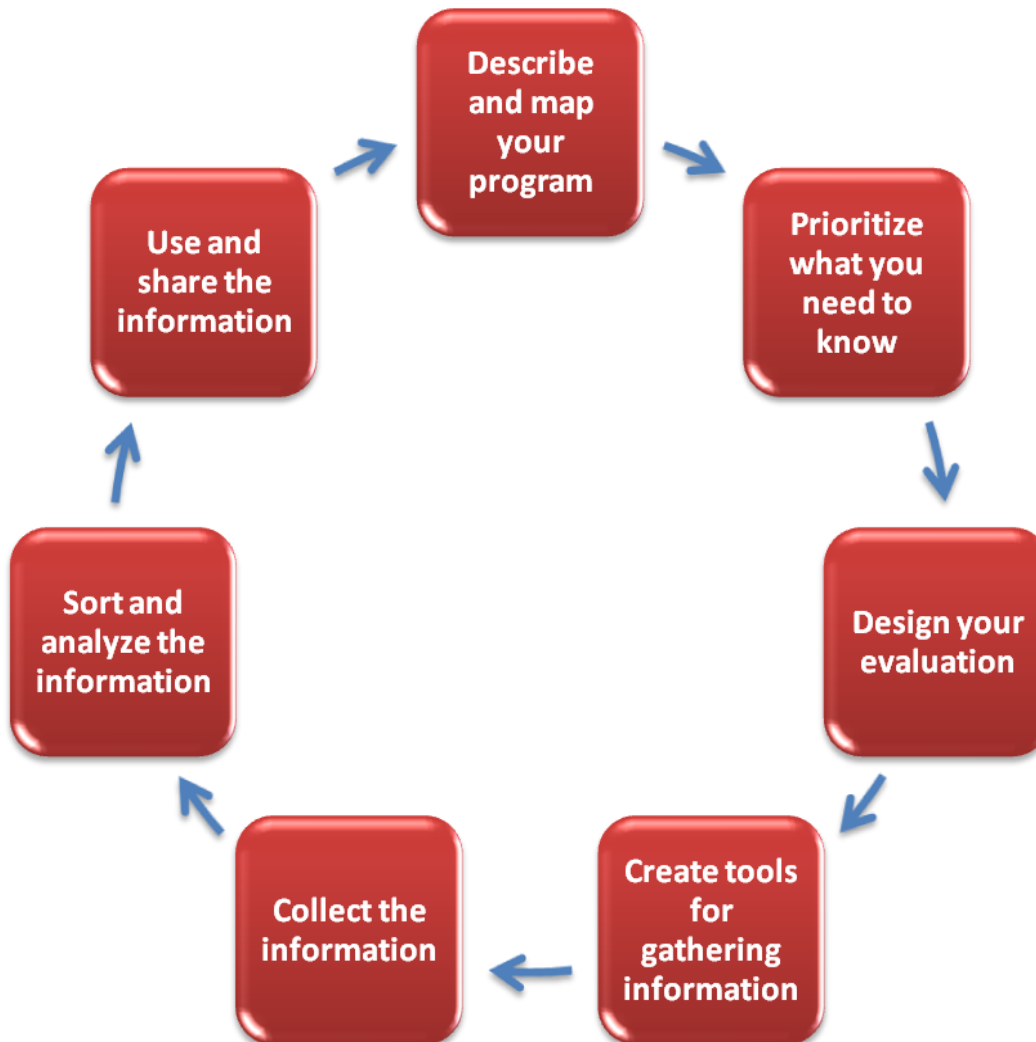
# Overview of evaluation

# 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





# 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

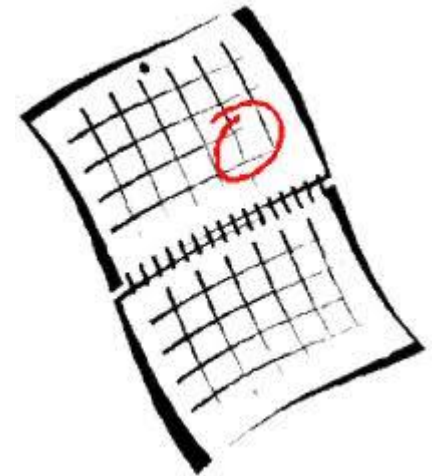
Once general data collection approach is established...

- 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.....

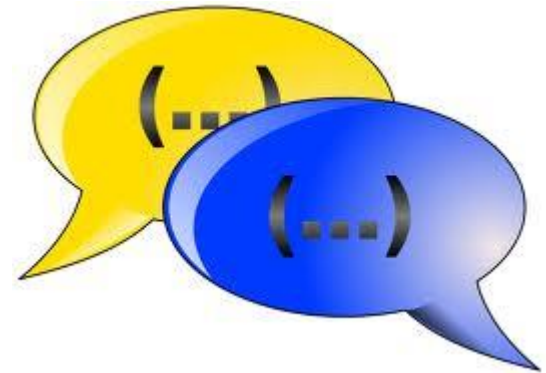
- What did you learn about your program?
- What program elements could be changed/enhanced/added?
- How should the evaluation be adjusted?
- How should you disseminate your findings?





# 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

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



Thank You!

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