Evaluation - Strength in Unity

What is Evaluation?

(American Evaluation Association)

Evaluation is a systematic process to determine merit, worth, value or significance of a program, project, policy
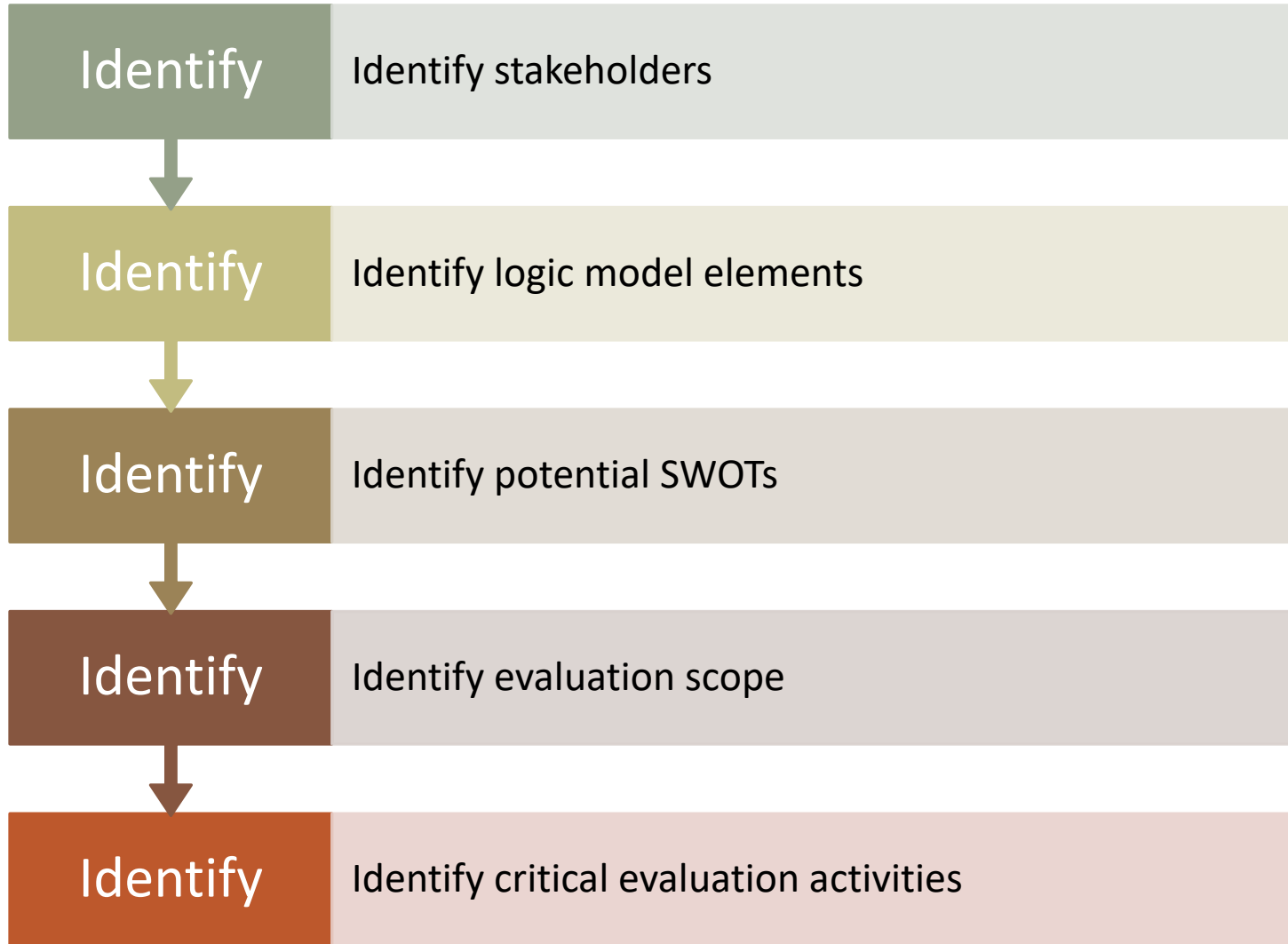
Evaluations can be used to:

◦ **monitor how an effort is progressing**, like tracking implementation of a vaccination campaign;

◦ **improve a program by getting and using feedback from participants in the program**, like a professional development course or parent education program;

◦ **formulate a new policy or designing a program** by finding out from diverse people in a community what their needs and concerns are;

◦ **ensure that funds have been properly and spent to accomplish expected outcomes**, like ensuring that a recycling campaign accomplishes targeted reductions in waste;

◦ **inform a major decision about whether to continue, expand, or end a program**, like whether to continue an innovative community policing project;

◦ **learn lessons about what works and doesn't work**, like identifying key success factors in a campaign to get high school students to stop smoking, and

◦ **capture and report the diverse experiences and perceptions of people** with different backgrounds, those who share a particular culture, people with disabilities, and the poor and disadvantaged.

Model for Collaborative Evaluation
(Rodríguez-Campos, Martz & Rincones-Gómez, 2010)

Identify	Identify the situation
Clarify	Clarify the Expectations
Establish	Establish a Shared Commitment
Ensure	Ensure Open Communication
Encourage	Encourage Best Practices
Follow	Follow Specific Guidelines

Establish a shared commitment

Establish a unified evaluation vision

Establish recommendations for positive behavior

Establish means toward conflict resolution

Establish procedures for decision-making

Establish reward options

SMART Objective

Specific

What exactly are we going to do?

Measurable

How will we know we have achieved it?

Agreed upon

Do we have everyone engaged to achieve it?

Realistic

Is our objective reasonable with the available resources and time?

Time-bound

What is the time frame for accomplishment?

Evaluation Measurement Framework

	Indicators/Measures *See Appendix A. for a list of required and suggested measures.*	Data Source(s) *Program documents, social media analytics, surveys, etc.*	Collection Plan *Frequency, participants, roles, timeline*
Project Goal 1:			
Aligned Evaluation Questions:	**Process Measures:**		
Program SMART Objectives:	**Reach Measures:**		
	Impact Measures:		
Project Goal 2:			
Aligned Evaluation Questions:	**Process Measures:**		
Program SMART Objectives:	**Reach Measures:**		
	Impact Measures:		
Project Goal 3:			
Aligned Evaluation Questions:	**Process Measures:**		
Program SMART Objectives:	**Reach Measures:**		
	Impact Measures:		
Partnerships *(if not addressed in project goals above)*			
Evaluation Question(s):	**Partnership Measures:**		
Sustainability- Tier II Only *(if not addressed in project goals above)*			
Evaluation Question(s):	**Sustainability Measures:**		

Overarching Grant Goals

Improve — Improve COVID-19 prevention, contact tracing and mitigation among RIM populations.

Reduce — Reduce inequities in COVID-19 morbidity and mortality in funded jurisdictions.

Identify — Identify models and best practices for primary and secondary prevention of COVID-19 **that are sustainable and have potential to address other communicable diseases among RIM populations in the future.**

Identify — Identify **sustainable approaches for strengthening partnerships between LHDs and RIM populations and adapting public health strategies for RIM populations.**

Rebirth Inc

Goals and objective	Accomplishment at the end of the project
To promote health education about COVID-19 prevention and vaccines in Wicomico County, the lower Eastern Shore of Maryland amongst the migrant and immigrant community members, especially those who work in **the poultry processing and in agriculture, industries**. **To improve health communications and vaccine access and delivery among Haitians community members in Wicomico County**, the lower Eastern Shore of Maryland amongst the migrant and immigrant community members The CHWs will conduct **sometimes daily outreach activities** including one-on-one conversations door-to door contact and through telephone conversations. This includes group discussions following church services or at outreach events.	What we would like our organization to accomplish is to have **changes in attitude, behavior, and hesitancy regarding vaccine** acceptance by the number of community members receiving vaccines following various educational interventions.

Haitian Development Center of Delmarva

Objective	Performance
Objective 1. Increase Vaccine confidence among Haitian Creole community through education outreach.	**Performance:** HCDC will provide education materials and education sessions to address COVID vaccine benefits, misinformation/myths, and updates to **increase vaccine confidence and uptake.**
Objective 2. Increase COVID Vaccination Rate of the Haitian population in the Wicomico County.	**Performance:** HCDC CHW will provide the community with local vaccination Site/mobile clinic events information. They will assist Community member with scheduling vaccination appointment. We will have limited transportation arrangement available.

Site-specific program goals & Evaluation questions

Goal	Evaluation questions
Train Community Health Workers to provide culturally and linguistically appropriate information to promote vaccination against COVID-19 in the Haitian community in Wicomico County.	• To what extent did our program activities reach our intended audience? • To what extent did our program activities mitigate the impact of COVID-19 in RIM Communities?
Develop community outreach activities to promote vaccination in the Haitian community in Wicomico County.	• To what extent did our program activities reach our intended audience? • To what extent did our program activities mitigate the impact of COVID-19 in RIM Communities?
Partnership goal	• How has our work expanded or changed partnerships between Local Health Departments, Community Based Organizations, and/or RIM communities?
Sustainability goal	• To what degree have we planned for the sustainability of practices implemented through this grant?

	Indicators/Measures *See Appendix A. for a list of required and suggested measures.*	**Data Source(s)** *Program documents, social media analytics, surveys, etc.*	**Collection Plan** *Frequency, participants, roles, timeline*
Project Goal 1: Train Community Health Workers to provide culturally and linguistically appropriate information to promote vaccination against COVID-19 in the Haitian community in Wicomico County.			
Aligned Evaluation Questions: IMPACT: To what extent did our program activities reach our intended audience? REACH: To what extent did our program activities mitigate the impact of COVID-19 in RIM Communities?	***Process Measures:*** Number of Learning Collaborative (LC) developed. Number of partners organizations.	List of Learning Collaboratives developed. List of topics (or curriculum) for the Learning Collaborative.	At the beginning of the project one LC bi-weekly, moving to monthly meetings at the end. January-April 2022

Program SMART Objectives:	***Reach Measures:***
	Number of participants in Learning Collaborative.
	Demographics of attendees to Learning Collaborative:
	   o Ethnicity/ Country of origin
	   o Preferred spoken language
	   o Gender
		Registration form of participants in Learning Collaboratives.	At the beginning of the project one LC bi-weekly, moving to monthly meetings at the end.
			
			January-April 2022

Design and schedule 6 Learning Collaborative cultural and linguistically appropriate for the Community Health Workers and partners staff working on Wicomico County.	***Impact Measures:*** A 25 % increase in CHWs' knowledge of COVID-19 and the importance of vaccination. ==*Self-efficacy - empowerment*==	Pre-test (LC training) Post-test (LC training) Reactive evaluations (LC training)	At the beginning of the project one LC bi-weekly, moving to monthly meetings at the end. January-April 2022

Project Goal 2: Develop community outreach activities to promote vaccination in the Haitian community in Wicomico County.			
Aligned Evaluation Questions: IMPACT: To what extent did our program activities reach our intended audience? REACH: To what extent did our program activities mitigate the impact of COVID-19 in RIM Communities? ***Program SMART Objectives:*** Recruit people to be vaccinated against COVID-19 in Wicomico County.	***Process Measures:*** Number of printed materials developed Number of flyers distributed Number of posters distributed Number of group discussion following church services held Number of radio shows hold on Radio Oasis. Number of people reached through radio spots with educational information or promotion of activities. Number of participants in One Stop Shop events. Number of posts on social media (Instagram, Facebook, TikTok & WhatsApp, etc.). Number of participants in educational outreach community events.	Monthly report form	Once a month January-July 2022
	Reach Measures: Demographics of people reached: - Ethnicity/ Country of origin - Preferred spoken language - Gender	Monthly report form	Once a month January-July 2022
	Impact Measures: Number of persons vaccinated in Wicomico County Number of appointments assisted by CHW	Monthly report form	Once a month January-July 2022

Defining Partnerships Goals

EVALUATION QUESTIONS

☐ **How has our work expanded or changed partnerships between Local Health Departments, Community Based Organizations, and/or RIM communities? (required)**

☐ What aspects of partnerships between LHDs, CBOs and RIM populations worked well? Which did not? (optional)

☐ To what extent have our efforts impact trust/acceptability of governmental public health in RIM communities? (optional)

☐ To what extent are relationships between LHDs, CBOs and RIM populations equitable? What measures has our program taken to ensure equity in these relationships? (optional)

PARTNERSHIP MEASURE

☐ # description of new or enhanced partnerships/ organizational relationships (ex: partner types, examples of how you have worked together)

☐ Participation of RIM communities in LHD services and activities (ex: RIM community members on committees, utilizing clinic services, etc.)

☐ Measures taken to ensure equity between CBOs, LHDs, and RIM communities (ex: leadership structure, resource distribution)

Defining Sustainability Goals

EVALUATION QUESTIONS

- **To what degree have we planned for the sustainability of practices implemented through this grant? (required)**

- To what degree have we planned for the sustainability of partnerships created/expanded through this grant? (optional)

- Which practices should be sustained beyond this grant period? What resources are needed to do so (financial, human, organizational, other?) (optional)

SUSTAINABILITY MEASURE

- Plans to continue activities after grant period.

- Resources required to continue activities after Grant period.

- # description of new or enhanced structures in place (ex: taskforce, committee, workgroup, or policies/documents)

- Processes or structures to ensure ongoing needs assessment related to communicable disease in RIM communities (ex: regular surveys, focus groups, community committees, open forums, other data sources)

References

American Evaluation Association - https://www.eval.org/

Rodríguez-Campos, L., Martz, W. & Rincones-Gómez, R. (2010). Applying the Model for Collaborative Evaluations to a Multicultural Seminar in a Nonprofit Setting. *Journal of Multidisciplinary Evaluation, 6 (13),* 109-117