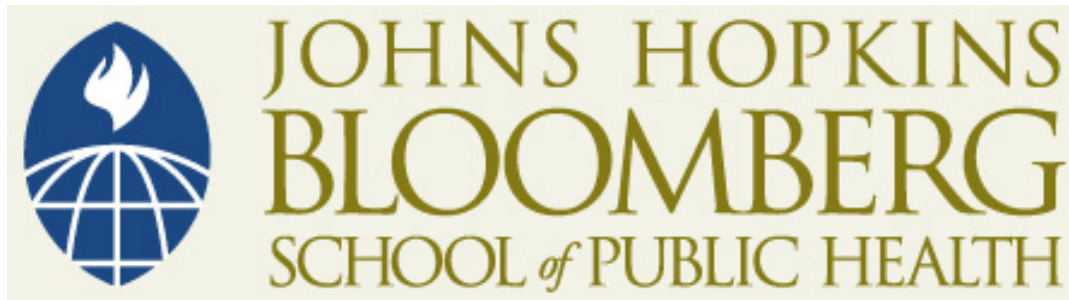


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Fundamentals of Program Evaluation

Course 380.611

Overview of Evaluation Concepts (cont)



Topics To Cover

- Goals and objectives
- Types of evaluation
- Levels of measurement
- Sources of data
- Input, process, output, outcome
- Baltimore TB Control Program



Program goals versus objectives:

- Goals (or ultimate objectives):
 - Highest level to attain
 - Broad social, health, or economic concerns
 - May be difficult to measure (quality of life, gender equity)
- Evaluator doesn't promise goals will be reached
 - Usually doesn't try to measure them



Program goals versus objectives (cont'd)

- Program objectives:
 - Measurable results to be achieved during the life of the project
 - Contain criteria for judging if programs succeed or fail



Program objectives:

State in behavioral terms:

- Who
- What
- How much
- Where and
- By when



Smart Objectives

- S - Specific
- M - Measurable
- A - Appropriate
- R - Realistic
- T - Timebound



“Typical” objectives:

- Increase knowledge of prenatal care
- Increase use of prenatal services



More explicit objectives

- Examples

- To ensure that 75% or more of women ages 15-49 in District X know essential facts about prenatal and delivery care by December 2006
- To increase utilization of professional prenatal care services among pregnant women in Community X from 20% to 30% within 18 months



Focus of the objective

- What will change?
 - Increase full immunization of 1 year olds in City X to 90% by December 2007
- Not what the program will do:
 - Conduct an immunization day in every county of the state by December 2007



Types of evaluation

- Formative
- Process
- Summative



Primary types of evaluation

- Formative
 - Needs assessment/diagnostic
 - Pretesting (communication programs)
- Process
 - Monitoring implementation
 - Special studies on quality, access, reach



Primary types of evaluation (continued)

- Summative
 - Monitoring of service utilization
 - Monitoring of behavior or health status
 - Impact assessment
 - Cost effectiveness

Figure 1. Overlap in Terminology used in Programme Evaluation

Developed by Jane T. Bertrand

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What do we measure?

K-A-P, groups affected, barriers, channels, access	Funding, personnel, equipment, supplies, infrastructure	Activities completed, items produced	Quality Assess (Reach)	Distribution/ sales data, service utilisation	Change in:			Change in: Outputs or outcomes attributable to the intervention
					Psycho-social (knowledge, attitude, self-efficacy, etc.)	Behaviour, practice	Health status	

What is the terminology?

Formative	Process evaluation	Summative evaluation
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Monitoring	Monitoring outputs			Monitoring outcomes			Impact Assessment
Inputs	(functional) outputs	Service Outputs	Outputs	Initial	Intermediate	Long-term	<ul style="list-style-type: none"> • RCTs, exp. design • Quasi exp. design • Cross-sectional survey with advanced statistical analysis

Performance monitoring

Monitoring and evaluation (M & E)

Programme evaluation



Alternative uses of the term “impact”

- (1) Common use:
 - Did the desired change occur?
- (2) Somewhat common use:
 - Long-term outcome
 - Example: family planning and lower fertility
- (3) Rigorous sense of term:
 - Change attributable to the intervention
 - Implies demonstrated cause-and-effect



Levels of measurement

- Population-based:
 - Data collected from (ideally, a representative sample) of the target population
 - Measures coverage (outcomes among the general public)
- Program-based:
 - Data collected from clients or participants exposed to the program



Elements of programs: input, process, output, outcome

- Inputs:
 - resources (\$, staff, facilities, equipment)
- Process:
 - set of activities conducted to achieve results (service delivery, communication)



Elements of a program (cont.)

- Outputs:
 - Number of activities conducted
 - Access and quality of services
 - Products or services delivered to clients
- Outcomes:
 - Initial (e.g., psycho-social)
 - Intermediate (e.g., behavior)
 - Long-term (e.g., health status)