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?

<table>
<thead>
<tr>
<th>K-A-P, groups affected, barriers, channels, access</th>
<th>Funding, personnel, equipment, supplies, infrastructure</th>
<th>Activities completed, items produced</th>
<th>Quality Assess (Reach)</th>
<th>Distribution/ sales data, service utilisation</th>
<th>Change in:</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td>Psycho-social (knowledge, attitude, self-efficacy, etc.)</td>
<td>Behaviour, practice</td>
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<tr>
<th>Change in:</th>
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<td>Outputs or outcomes attributable to the intervention</td>
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What is the terminology?

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<tr>
<th>Formative</th>
<th>Process evaluation</th>
<th>Summative evaluation</th>
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Monitoring

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<thead>
<tr>
<th>Monitoring</th>
<th>Monitoring outputs</th>
<th>Monitoring outcomes</th>
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<tbody>
<tr>
<td>Inputs</td>
<td>(functional) outputs</td>
<td>Service Outputs</td>
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Impact Assessment

* 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)