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# **Fundamentals of Program Evaluation**

## **Course 380.611**

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### Process Evaluation



# Topics to cover

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- Where are we?
- Quick review:
  - Formative research
  - Participatory methods
- Process Evaluation
- Break
- In-class exercise
- Return of Assignment 1

# 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"> <li>• RCTs, exp. design</li> <li>• Quasi exp. design</li> <li>• Cross-sectional survey with advanced statistical analysis</li> </ul>

Performance monitoring

Monitoring and evaluation (M & E)

Programme evaluation



# Formative research includes:

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- Needs assessment
- Diagnostic research:
  - Adolescent smoking – Louisiana
  - PLACE methodology
  - Stop AIDS Love Life
- Communication pretesting



# Participatory methods

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# Who plans and manages?

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- Conventional
  - Senior managers, outside experts
- Participatory
  - Local people, project staff, managers, other stakeholders
  - Often assisted by a facilitator



# Role of intended beneficiaries

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- Conventional
  - Provide information only
- Participatory
  - Design and adapt methodology
  - Collect and analyze data
  - Link results to action



# How success is measured?

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- Conventional
  - Externally defined
  - Mainly quantitative indicators
- Participatory
  - Internally defined indicators
  - Qualitative judgments



# Tools

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- Generally seek to compare the situation “before and after”
- Include:
  - Homemade questionnaires
  - Scientific measurement techniques – adapted to local situation
  - Oral histories, photos, videos, theatre



# Moving to Process evaluation

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Authors claim that it informs:

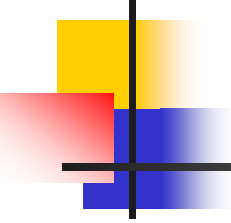
- Formative
- Summative



## Before you start:

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- Understand the program
- Define purpose of process evaluation
- Consider how context and program characteristics may affect implementation



# What are characteristics of the program?

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- Age of program
- Size
- Coverage
- Complexity



# 6 Steps in Developing a Process Evaluation Plan

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## Step 1. Describe the program

- Purpose
- Theory
- Objectives
- Strategy
- Expected outcomes



## Step 2. Describe complete and acceptable delivery of program

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- Specific strategies
- Activities
- Media products
- Staff behaviors



## Step 3: Develop a list of potential process evaluation questions

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- **Fidelity (to design)**
- **Dose delivered**
- **Dose received**
- **Reach**
  
- Recruitment
- Context



# Step 4: Determine methods for process evaluation

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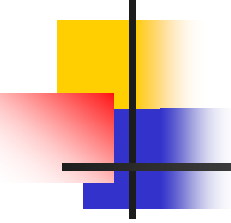
- Design (when to collect data)
- Data sources
- Tools or measures
- Data collection procedures
- Data analysis/synthesis



## Step 5. Consider program resources, characteristics, context

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- Resources: to conduct the evaluation
  - Staff, \$, time
- Larger, more complex programs require more resources



# Step 6. Finalize the process evaluation plan

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- Describe process evaluation questions for each question
- Document recommitment procedures
- Describe context



# Highlights of article by Viadro et al

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North Carolina Breast Cancer  
Screening Program for  
African-American Women (rural)



# Elements of the program

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- In-reach:
  - improve quality of services
- Access:
  - Reduce practical barriers (cost, transport)
- Outreach:
  - Increase awareness and use of screening services



# Process evaluation

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- Used as a complement to outcome evaluation
- Which components are working?
- Where are they working?
- Are they unfolding as intended?



# Evaluation objectives and data sources (outlined on pp. 240-241)

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- Types of instruments
  - Client exit interviews
  - Provider surveys
  - “Simulated client” to agencies
  - Survey of radiology center clients
  - Service statistics
  - Lay health adviser activity reports
  - Project documents



# Results

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- Indicated how to fine tune parts of the program
- Provided insights into the frustrating organizational/political context
- (Expected) Will provide understanding of the outcome results down the line