Fundamentals of Program Evaluation
Course 380.611

Process Evaluation
Topics to cover

- 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?

<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>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Psycho-social (knowledge, attitude, self-efficacy, etc.)</td>
<td>Behaviour, practice</td>
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<td>Change in:</td>
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<td></td>
<td>Outputs or outcomes attributable to the intervention</td>
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What is the terminology?

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

<table>
<thead>
<tr>
<th>Monitoring</th>
<th>Monitoring outputs</th>
<th>Monitoring outcomes</th>
<th>Impact Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inputs</td>
<td>(functional) outputs</td>
<td>Service Outputs</td>
<td>Outputs</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>• RCTs, exp. design</td>
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Performance monitoring

Monitoring and evaluation (M & E)

Programme evaluation
Formative research includes:

- Needs assessment
- Diagnostic research:
  - Adolescent smoking – Louisiana
  - PLACE methodology
  - Stop AIDS Love Life
- Communication pretesting
Participatory methods
Who plans and manages?

- Conventional
  - Senior managers, outside experts

- Participatory
  - Local people, project staff, managers, other stakeholders
  - Often assisted by a facilitator
Role of intended beneficiaries

- Conventional
  - Provide information only

- Participatory
  - Design and adapt methodology
  - Collect and analyze data
  - Link results to action
How success is measured?

- Conventional
  - Externally defined
  - Mainly quantitative indicators

- Participatory
  - Internally defined indicators
  - Qualitative judgments
Tools

- 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

Authors claim that it informs:

- Formative
- Summative
Before you start:

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

- Age of program
- Size
- Coverage
- Complexity
6 Steps in Developing a Process Evaluation Plan

Step 1. Describe the program
- Purpose
- Theory
- Objectives
- Strategy
- Expected outcomes
Step 2. Describe complete and acceptable delivery of program

- Specific strategies
- Activities
- Media products
- Staff behaviors
Step 3: Develop a list of potential process evaluation questions

- Fidelity (to design)
- Dose delivered
- Dose received
- Reach
- Recruitment
- Context
Step 4: Determine methods for process evaluation

- Design (when to collect data)
- Data sources
- Tools or measures
- Data collection procedures
- Data analysis/synthesis
Step 5. Consider program resources, characteristics, context

- Resources: to conduct the evaluation
  - Staff, $, time
- Larger, more complex programs require more resources
Step 6. Finalize the process evaluation plan

- Describe process evaluation questions for each question
- Document recommitment procedures
- Describe context
Highlights of article by Viadro et al

North Carolina Breast Cancer Screening Program for African-American Women (rural)
Elements of the program

- **In-reach:**
  - improve quality of services

- **Access:**
  - Reduce practical barriers (cost, transport)

- **Outreach:**
  - Increase awareness and use of screening services
Process evaluation

- 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)

- 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

- 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