

Program Evaluation: What Is It and How Can You Use It To Improve Program Performance?

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Program Evaluation: Webinar 1

- Understanding program evaluation
 - What is program evaluation?
 - Why is program evaluation important?
 - Evaluation methods
 - Types of evaluations
- Evaluation framework
 - Engaging Stakeholders
 - Describing the program/project
- Evaluation purpose statement
- Evaluation questions
- Understanding and setting program objectives
- Introduction to the logic model

Program Evaluation: Webinar 2

- September 28
 - Review of the logic model
 - Final components of program evaluation
 - Gathering credible data
 - Justifying conclusions
 - Use and share lessons learned
 - Standards for effective evaluation
 - Review examples of logic models
 - Create a program evaluation logic model

Standards for Effective Evaluation

- Utility
- Feasibility
- Propriety
- Accuracy

Understanding the Evaluation Framework



<https://www.cdc.gov/eval/framework/>
<https://www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm>

Gathering Credible Data

- Indicators
- Sources
 - Primary data sources
 - Secondary data sources
- Quality
- Quantity

Justify Conclusions

- Interpretation
- Analysis and Synthesis
- Judgment
- Recommendation
 - Context
 - Organizational
 - Environmental

Use and Share Lessons

- Design
- Preparation
- Feedback
- Follow-up
- Dissemination

Using the Logic Model for Developing an Evaluation

- Logic models can be used to design evaluations as well as programs or projects
- Logic models include:
 - Program/Project Objectives
 - Resources/Inputs
 - Activities
 - Outputs
 - Outcomes
 - Impact
 - Indicator(s)
 - Source(s)

Logic Model Components

- Program/Project Objectives
 - Describe the program or project objectives or goals
- Resources/Inputs
 - The resources needed to accomplish the objectives and the activities:
 - Staff
 - Internal or external (financial) resources
 - Equipment
 - Other organizational infrastructure

Logic Model Components

- Activities
 - The program or project actions that are supported by the resources and inputs that will accomplish the objectives:
 - Trainings
 - Curriculum development
 - Relationship building
 - Meetings
 - Webinars
 - Web pages
 - Other activities
- Outputs
 - Products produced as a result of the activities:
 - How many more patients were served?
 - How many webinars or trainings were provided?
 - How many new partnerships were developed?

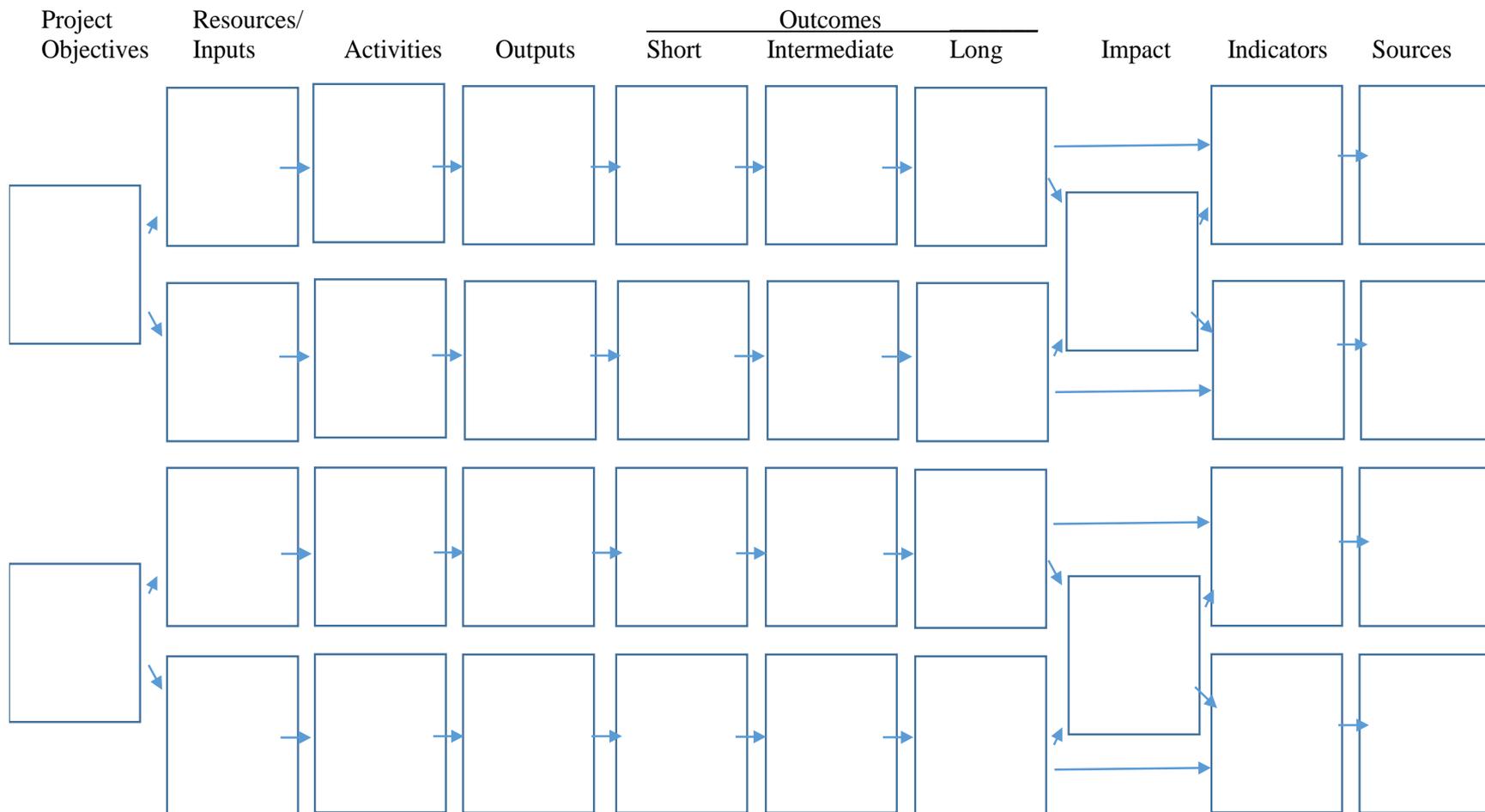
Logic Model Components

- Outcomes
 - The expected benefit or change as a result of the activities and outputs:
 - Related to a change in behavior, skills, knowledge, status, ideas, etc.
 - Direct or indirect result of the implementing the objectives
 - Short-term, intermediate, and long-term
- Impact
 - The ultimate result of the activities, outputs, and outcomes
 - Should be considered long-term:
 - How individuals are trained
 - How individuals access care

Logic Model Components

- Indicator(s)
 - The data used to measure the objective
- Source(s)
 - The sources of the data being used to assess the outcome:
 - Surveys, focus groups, etc.
 - Secondary data

Example of a Logic Model



Examples of Logic Model

	Program (Cohort of Projects)	Individual Project
Objective	Strengthen the primary care workforce by increasing the number of residency slots in primary care settings.	Increase the number of primary care residency slots overall and increase the number of primary care providers and organizations accepting residents.
Resources/Inputs	<ul style="list-style-type: none"> Granting funding for implementing approved projects. Potential outside resources to assist in implementing the approved projects. Staffing at grantees for implementing approved projects. 	<ul style="list-style-type: none"> Staffing to coordinate rotations. Grant funding to support training of preceptors. Grant funding to support preceptors at the primary care providers and organizations.
Activities	<ul style="list-style-type: none"> Receiving grant funding. Finalizing workplans and objectives. Implementing project activities based on approved workplans. Providing quarterly status reports and updates on project deliverables, including highlighting changes in workplans. 	<ul style="list-style-type: none"> Develop or identify mechanism for tracking primary care residents across multiple organizations. Identify and develop relationships with new organizations to accept primary care residents. Create training program for new primary care preceptors. Develop and finalize curriculum for primary care residents. Develop orientation package for primary care residents.

Examples of Logic Model

	Program (Cohort of Projects)	Individual Project
Outputs	<ul style="list-style-type: none"> Project deliverables as outlined in individual project approved workplans. 	<ul style="list-style-type: none"> Fund and hire overall primary care resident coordinator. Increase the number of organizations accepting primary care residents by 5. Fund and hire primary care resident coordinator at each new training site. Increase the number of preceptors for primary care residents by 20. Increase the number of residents by 8 (first-year), 8 (second year), and 8 (third year).
Outcomes	<ul style="list-style-type: none"> An increased number of residents going into primary care. An increased number of ambulatory care sites providing residency slots. 	<ul style="list-style-type: none"> Increase in residents graduating from program. Increase in primary care providers remaining in the immediate community.
Impact	<ul style="list-style-type: none"> An increase in access to care for vulnerable populations. Increase in providers working in ambulatory care settings as primary care providers. 	<ul style="list-style-type: none"> Increase in access to care for vulnerable populations. Increase in providers working in ambulatory care settings as primary care providers.

Examples of Logic Model

	Program (Cohort of Projects)	Individual Project
Indicator(s)	<ul style="list-style-type: none"> Compare the outcomes as outlined in the approved workplan to achieved outcomes. 	<ul style="list-style-type: none"> Graduations from program. Physicians remaining in local community.
Source(s)	<ul style="list-style-type: none"> Individual project data collection. 	<ul style="list-style-type: none"> Residency training database. Survey of program graduates one year after completing residency by primary care resident coordinator.

Logic Model Exercise

Objective	
Resources/ Inputs	
Activities	

Logic Model Exercise

Outputs	
Outcomes	
Impact	

Indicators	
Sources	

Questions?

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- Visit us on:

