



**Center for
Health
Improvement**

Evaluation: Assessing the Impact of Your Policies

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Why Evaluate?

- To know if you are making a difference and tell others about what you've accomplished!

“The main purpose of evaluation is to promote learning and program [or policy] improvement”

– W.K. Kellogg Foundation Evaluation Toolkit

Purpose of Evaluation – 6 key reasons*

- To determine achievement of objectives related to improved health status
- To improve program implementation
- To provide accountability to funders and the community
- To increase community support for initiatives
- To contribute to the scientific base for community public health interventions
- To inform policy decisions

*Center for Health Promotion – Minnesota Department of Public Health

Evaluation Success Stories

- Tobacco Policy Interventions
- Steps to a Healthier SE Alaska

Types of Evaluation

- **Formative Evaluation**
 - Testing your assumptions as you develop the intervention
- **Process Evaluation**
 - Assessing whether the program or policy is being implemented the way it was intended
- **Impact Evaluation**
 - Measuring short-term changes related to specific objectives (eg. attitudes, knowledge, behavior)
- **Outcome Evaluation**
 - Determining the long-term effects on health (morbidity, mortality)

Goals and Objectives

- What is a Goal?
 - The overall result you are trying to achieve in terms of improving health (linked to your proposed outcomes)
- What is an objective?
 - The specific changes you expect to occur as a result of individual activities or approaches (linked to your proposed impacts).

Levels of Influences and Evaluation



Organizing your Evaluation

Level	Determinant	Intervention	Evaluation
Individual			
Interpersonal			
Organizational			
Community			
Society			

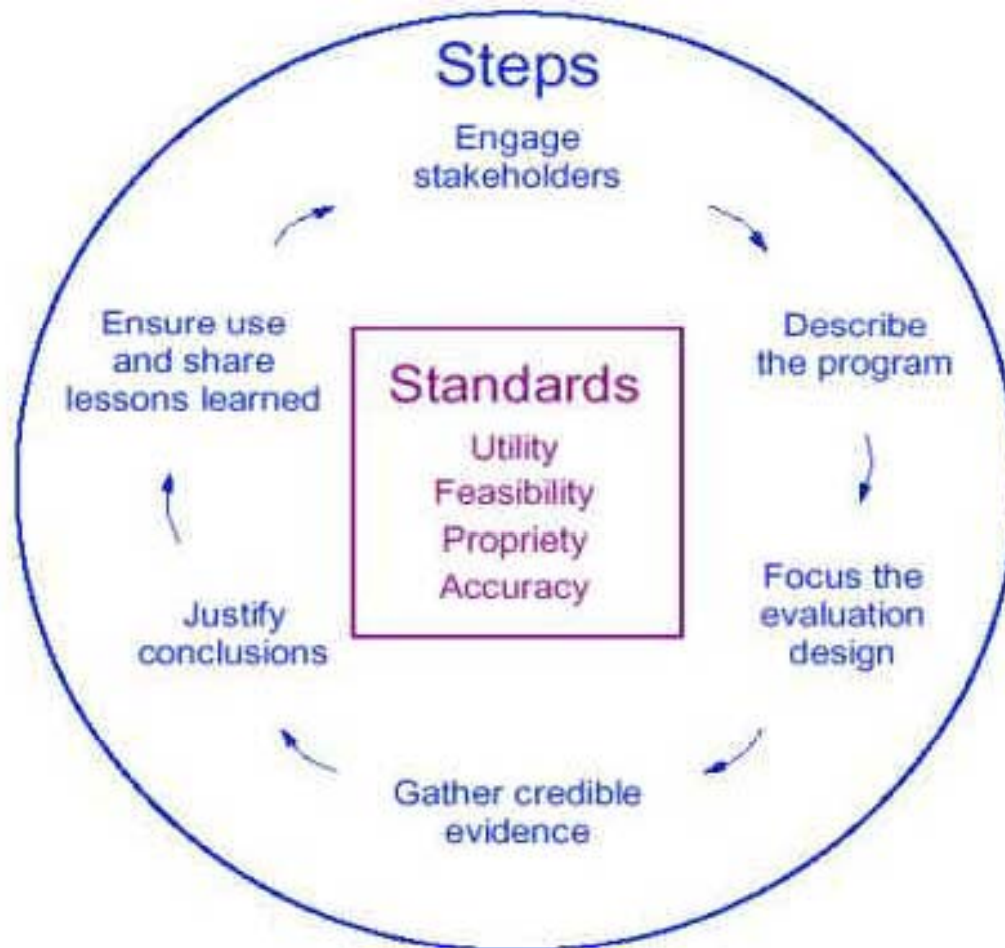
Organizing your Evaluation

Level	Determinant	Intervention	Evaluation
Individual	Doesn't believe they have time to exercise	Educational program to change people's attitude toward how much time it takes to exercise (1 hour per day)	Process: ?? Impact: ??
Interpersonal	Friends and family don't encourage exercise	Initiate exercise groups among existing peer networks (team-based contest)	Process: ?? Impact: ??
Organizational	No dedicated time for exercise during the day at school	New School Policy requiring all students in all grades to participate in a 1-hour PA program per day.	Process: ?? Impact: ??
Community	No safe and accessible exercise areas	School board adopts policy of open access for community use of school gym facilities.	Process: ?? Impact: ??
Society	No state-level commitment to physical activity	Adapt HP 2010 physical activity objectives for Alaska and adopt as statewide commitment	Process: ?? Impact: ??

An Example

Level	Determinant	Intervention	Evaluation
Organizational			
Community			

An Evaluation Framework



Another Framework: RE-AIM*

- **Reach** — The absolute number, proportion, and representativeness of individuals who are willing to participate in a given initiative, intervention, or program.
- **Efficacy/Effectiveness** — The impact of an intervention on important outcomes, including potential negative effects, quality of life, and economic outcomes.
- **Adoption** — The absolute number, proportion, and representativeness of settings and intervention agents (people who deliver the program) who are willing to initiate a program.
- **Implementation** — At the setting level, implementation refers to the intervention agents' fidelity to the various elements of an intervention's protocol, including consistency of delivery as intended and the time and cost of the intervention. At the individual level, implementation refers to clients' use of the intervention strategies.
- **Maintenance** — The extent to which a program or policy becomes institutionalized or part of the routine organizational practices and policies. Within the RE-AIM framework, maintenance also applies at the individual level. At the individual level, maintenance has been defined as the long-term effects of a program on outcomes after 6 or more months after the most recent intervention contact.

Engaging Funders

- Tips for describing evaluation strategies in grant proposals
- Tips for reporting evaluation results in grant reports