

SHIP Evaluation for Phase 2 and Multi-Grantee Intervention Grantees

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Objectives

- ★ Overall framework for SHIP evaluation
- ★ Evaluation responsibilities for grantees and the Minnesota Department of Health
- ★ How to write your evaluation plan
- ★ How to use the *Guide to Implementing and Evaluating Interventions* in your evaluation planning
- ★ Answers to your questions about evaluation

MDH Responsibilities

★ Surveillance

- Policy, systems, and environmental change
- Individual health behaviors
- Risk factors of obesity and tobacco use
- Health care costs

★ Statewide evaluation of interventions

- Across interventions
- Across grantees

MDH Responsibilities

- ★ Technical assistance

- Provide opportunities related to evaluation

- ★ Reporting to stakeholders

- Legislative report due January 15th, 2010
- Ongoing sharing of results with other key stakeholders

Grantee Responsibilities

★ Evaluation Funds

- Set aside 10% of implementation funds

★ Evaluation of each intervention

- Evaluate each intervention according to your Evaluation Plan, incorporating the Key Evaluation Steps and Key Outcomes

★ Evaluation reports

- Submit Interim and Annual Reports, which will include evaluation components

Grantee Responsibilities

- ★ Success stories

- Submit three success stories with each Interim and Annual Report

- ★ Participate in technical assistance opportunities

- ★ Complete PPMRS Policy, Systems, and Environmental Change Module annually

- ★ Participate in future MDH-endorsed evaluation activities

MDH Evaluation Updates

- ★ Surveillance plans are in the works
 - BRFSS update
- ★ Technical assistance opportunities are in the works
 - Need your feedback: what would be useful?
- ★ Reporting plans are in the works
 - Expect reporting guidance to follow the Key Evaluation Steps closely

SHIP Logic Model: Outcomes

★ Short-Term Outcomes (*1-3 years*)

↑ policy, systems, and environmental changes

★ Intermediate Outcomes (*3-10 years*)

↓ tobacco use

↑ physical activity

↑ nutritious eating

★ Long-Term Outcomes (*10-25 years*)

↓ tobacco use

↓ obesity

Some Resources Available in the *Guide*

★ Included with each Intervention

- Key Outcomes (Recommended and General)
- Associated Methods
- Key Evaluation Steps
- Recommended Assessment and Evaluation Tools

Some Resources Available in the *Guide*

★ In the *Evaluation* portion

- Evaluation Framework
- Evaluation Responsibilities
- Surveillance
- How to Hire an Evaluation Contractor
- How to Conduct Planning and Assessment
- How to Write Your Evaluation Plan
- Key Evaluation Steps
- Key Outcomes
- Key Evaluation Methods
- SHIP Success Stories

Writing Your Evaluation Plan

- ★ Evaluate each intervention
 - Surveillance versus evaluation
- ★ Follow the guidance included in the *Guide* under “Writing Your Evaluation Plan”
- ★ Follow the Key Evaluation Steps and use the Key Outcomes and Associated Methods
- ★ We encourage you to use the same instruments across interventions

Writing Your Evaluation Plan

1. Clarify goals, objectives, and outcomes
2. Identify evaluation questions
3. Choose appropriate methods
4. Conduct evaluation at all necessary stages
5. Synthesize evaluation and report findings

Clarifying objectives and outcomes

- ★ Outline the key things you plan to accomplish through implementation of the intervention
- ★ Identify short-term, intermediate-term, and long-term objectives
- ★ Identify important objectives from your Action Plan (process outcomes)
- ★ Consider developing a logic model

Identifying evaluation questions

- ★ Evaluation questions should be linked to assessment, outcomes, and process
- ★ Evaluation questions should be simple and answerable
- ★ Clearly focused evaluation questions will help you to avoid the temptation to collect lower-priority information
- ★ Consider needs of your community, agency, stakeholders, and funders

Choosing appropriate methods

- ★ Choose the appropriate method(s) for each evaluation question
 - Consider the types of information the method will yield and the feasibility of using the method
- ★ See Key Outcomes, Associated Methods, and Key Evaluation Methods in the *Guide*
- ★ Use multiple methods to address the same evaluation question, if possible

Key Evaluation Steps

- ★ Follow these steps!
- ★ They are the backbone of the evaluation
 - Evaluating Implementation
 - Evaluating Effectiveness
 - Evaluating Sustainability

Evaluating Implementation

- ★ Outline the results of the assessment
 - Describe existing policies, systems, and environments currently in place
 - Identify current needs of the community related to this intervention
 - Document the extent to which the community supports activities relevant to this intervention

Evaluating Implementation

- ★ Assess the functioning of partnerships, coalitions, and the Community Leadership Team
 - Consider successes and challenges related to the representation of interests
 - Describe how these partners worked together, including successes and challenges that arose as a result of members' differing goals and interests

Evaluating Implementation

- ★ Describe the execution of key Action Steps that were essential for implementation of the policy, systems, and environmental changes supported by this intervention
 - Include analysis of the successes and challenges involved in completing these key steps

Evaluating Effectiveness

- ★ Describe the policy, systems, or environmental changes that were implemented

Evaluating Effectiveness

- ★ If appropriate, approximate how many sites or organizations have been affected by this intervention
 - Estimate the number of sites or organizations that this intervention could potentially affect
 - Estimate the number of sites or organizations that intervention actually affected

Evaluating Effectiveness

- ★ Approximate the number of people that have been affected by this intervention
 - Estimate the number of people that this intervention could potentially affect
 - Estimate the number of people that this intervention actually affected

Evaluating Effectiveness

- ★ Document the changes in health behavior that have occurred as a result of this intervention
 - Collect, analyze, and interpret information about health behaviors related to this intervention **prior** and **following** the implementation of this intervention
 - Consider appropriate measures from the Key Outcomes

Evaluating Sustainability

- ★ Describe how the policy, systems, or environmental changes that were implemented are being enforced
- ★ Describe how the policy, systems, or environmental changes that were implemented are being maintained

Synthesizing and reporting findings

- ★ Use the findings from above to tell a story about your intervention
- ★ MDH will provide guidance about what to include in the reports
 - Expect that with respect to evaluation, reporting requirements will closely follow the Evaluation Plan
- ★ Success stories

Next Steps

- ★ Submit your Evaluation Plan by e-mail by September 30, 2009 to Sapna Swaroop at sapna.swaroop@state.mn.us
- ★ Make sure to submit an Evaluation Plan for each intervention
- ★ Use the Evaluation Plan form on the SHIP website
- ★ Guidance for what to include in your Interim and Annual Reports is forthcoming

Questions?

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