

Evaluation Tools: Theory and Practice

Preventing Suicide in Regions VII and VIII
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Learning Objectives

Recognize the importance of evaluation

Know the types and steps involved in evaluation

Understand the skills necessary to develop an
evaluation plan

The Importance of Evaluation

- Lack of evaluation research is the single greatest obstacle to improving current efforts in suicide prevention.
- Program evaluation is a way to help suicide prevention efforts be more effective.

Process Evaluation

- Seeks to assess the quantity and quality of interactions between a program and its target population.
- How many and what kind of people did the program reach?

Process Evaluation Questions

- How many states conduct public information campaigns designed to increase public knowledge of suicide prevention population? What percent of each state's population does the campaign reach?
- Was the program developed / implemented in a culturally acceptable way?

Impact Evaluation

- Measures short term changes in the knowledge, attitudes, and behavior of the target population.
- What immediate change have we observed that indicates we are on track to reaching our desired outcome?

Impact Evaluation Questions

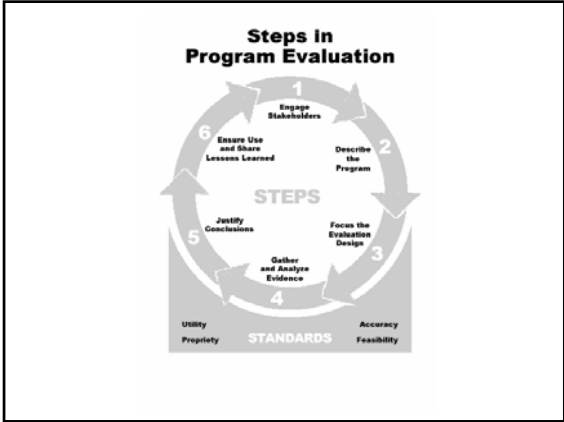
- What proportion of the general public recognizes mental illness as a disease that responds to specific treatment?
- Has this proportion of the population changed over time?
- Did different sub-groups of the population respond to media campaign efforts in different ways?

Outcome Evaluation

- Assesses long term changes in health status and behavior.

Outcome Evaluation Questions?

- What proportion of suicidal persons with underlying mental disorders received appropriate mental health treatment?
- What proportion of clinical social work . . . programs include training in the assessment and management of suicide risk, and the identification and promotion of protective factors?
- What reductions in suicide rates have been observed since the implementation of our local strategy for suicide prevention?



STEP 1 Engage Stakeholders

- Identify who they are and get them involved
- Design the evaluation around what they want

STEP 2 Describe the Program

- Statement of need, program expectations, activities carried out as part of the program, and resources needed to implement it.
- Program status and context - how is the program doing so far and what environmental factors influence the program?
- Logic model – how the program, its theory, goals and objectives, are linked to practice.



STEP 3 Focus the Evaluation Design

7 Considerations

- 1. Users
- 2. Uses
- 3. Purpose
- 4. Questions
- 5. Design
- 6. Methods
- 7. Agreements



STEP 4 Gather and Analyze the Evidence

Factors Affecting Evaluation Credibility

- 1. Indicators
- 2. Sources of evidence
- 3. Quality
- 4. Quantity
- 5. Logistics
- 6. Analysis and synthesis



STEP 5 Justify Conclusions

Elements That Justify Conclusions

- 1. Program standards
- 2. Interpretation
- 3. Judgment
- 4. Recommendations



**Ensure Use
and Share
Lessons Learned**

STANDARDS
Utility Accuracy
Propriety Feasibility

What's Involved?

1. Preparation
2. Feedback
3. Follow-up
4. Dissemination
