

Evaluation and Outcome Measures

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Outline

- Role of Evaluation in Suicide Prevention
- Levels of Evaluation
- Components of Project-level Evaluation
- Using Program Logic Models to Develop Evaluation Indicators
- Standards for Effective Evaluation
- Selecting an Evaluator
- Evaluation Resources
- Summary

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Role of Evaluation in Suicide Prevention

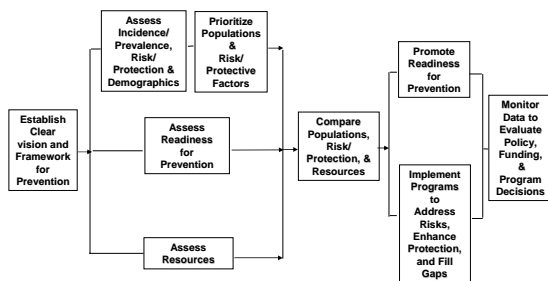
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Public Health Model



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Data-Driven Prevention Planning Model



Adapted from Richard Catalano and David Hawkins, U of Washington.

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Levels of Evaluation

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Levels of Evaluation

Micro
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Macro

- Project Evaluation
 - Consistent, ongoing collection and analysis of information for use in decision making
- Cluster Evaluation
 - Determination of how well the collection of projects fulfills the objective of systemic change
- Programming and Policymaking Evaluation
 - Evaluation that addresses cross-cutting programming and policy questions

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Project-Level Evaluation

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Components of Project-Level Evaluation

- Context Evaluation = Formative Evaluation
- Implementation Evaluation = Process Evaluation
- Outcome Evaluation

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Context Evaluation

Early



- Relevant and effective interventions
- Political and community context
- Continuous quality improvement
- Strengths and weaknesses
- Impact of change in climate

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Implementation Evaluation

- Strengths and barriers
- Target population needs
- Project sustainability
- Community perception
- Staff performance
- Service quality
- Systemic change
- Stakeholders' experiences and satisfaction

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Outcome Evaluation

Early



- Connection to system-level outcomes
- Project effectiveness
- What works for whom
- Factors supporting or hindering

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Determinants of Project Evaluation Component Emphasis

- Phase of project development
- Purpose of the evaluation
- Questions one is attempting to address

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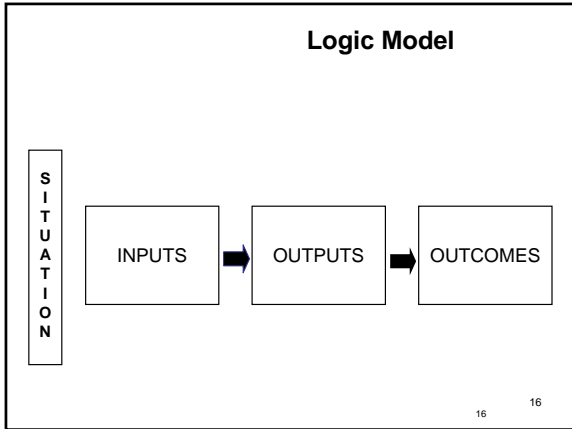
Developing Indicators Using Logic Models

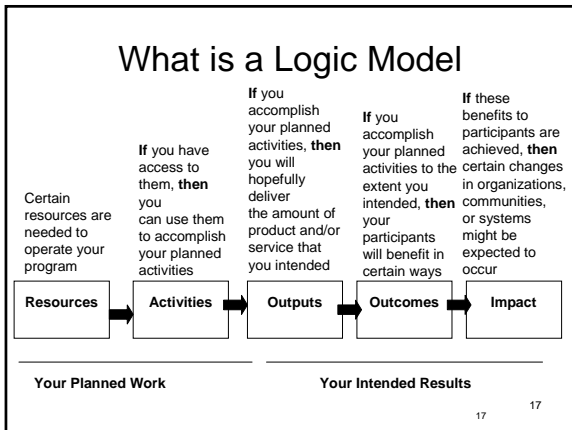
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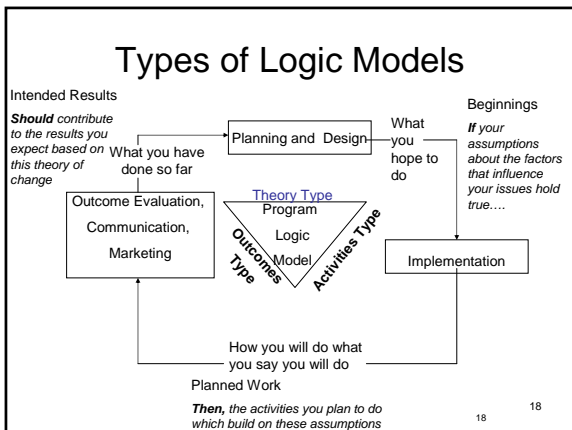
Logic models

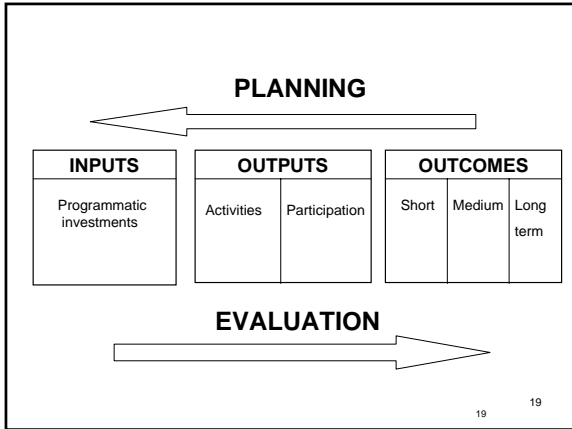
- Summarize key elements
- Explain rationale
- Clarify activities and intended
- Show cause-and-effect relationships
- Identify critical questions for evaluation

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- ### Components of a Logic Model
- Situation
 - Inputs
 - Outputs
 - Outcomes
 - Environment
 - Assumptions
- 20 20

Basic Logic Model Development Template

Resources	Activities	Outputs	Short and Long term Outcomes	Impact
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or Asset we will conduct the following activities:</i>	<i>We expect that once completed or underway these activities will produce the following evidence of service delivery</i>	<i>We expect that if completed or ongoing these activities will lead to the following changes in 1-3 then 4-6 years:</i>	<i>We expect that if completed these activities will lead to the following changes in 7-10 years:</i>

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Key Concepts

- There is no one exact perfect logic model for any program—what is important is that your logic model is:
 - complete
 - consistent
 - make sense
 - agreed to by the key stakeholders

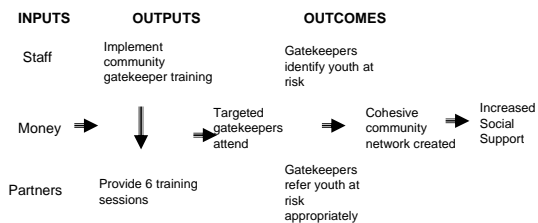
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Key Concepts

- Some models add or subtract components, but the key elements of Inputs, Outputs, and Outcomes should be there.
- Models are dynamic and should change with changes in:
 - experiences and knowledge
 - resources and realities
 - vision
 - stakeholders

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Where does evaluation fit?



EVALUATION: What do you want to know? How will you know it?

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Standards for Effective Evaluation

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Quality of Indicators

Evaluation indicators must:

- Measure Process and Outcome
- Address Quality and Quantity of services provided
- Be Specific to project activities
- Be Independent of contextual changes
- Have appropriate Breadth and Frequency
- Be Uniform across project components
- Be Feasible to measure
- Be Resistant to falsification
- Be Systematic

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Program Evaluation Standards

- Utility
 - Ensures that evaluation needs are met
- Feasibility
 - Ensures that evaluation is viable and pragmatic
- Propriety
 - Ensures that evaluation is ethical
- Accuracy
 - Ensures that evaluation findings are correct

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Selecting an Evaluator

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Types of Evaluators

- External Evaluator
 - Contractors from outside agency evaluate the program
- Internal Evaluator
 - Project staff person is responsible for evaluation
- Internal evaluator with external consultant
 - Staff person conducts evaluation and a consultant assists with technical aspects

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Evaluation Resources

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<http://www.sprc.org/library/evaluationresources.pdf>

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Summary

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Evaluation Steps

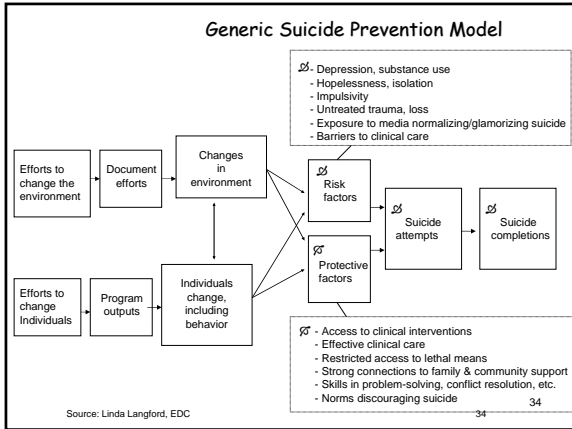
FIGURE 1. Recommended framework for program evaluation



<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm>

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