



Program Evaluation Tool

Overview

The TEIP Program Evaluation Tool provides user-friendly guidelines for local program evaluation. The Tool is designed to help practitioners develop **realistic evaluation plans** that include both **process and outcome measures**.

This document does not pretend to cover all aspects of program evaluation - a field of study requiring many years to master. Rather, it focuses on the more practical and pragmatic aspects of program evaluation.

The evaluation process is divided into 9 steps with accompanying guidelines and worksheets. In addition, the **Evaluation 101 Section** reviews key evaluation concepts for those who are new to evaluation or could benefit from a brief refresher. Further guidance is available in the **Tips & Resources Section**.

Development of the TEIP Program Evaluation Tool

Despite the availability of numerous excellent evaluation resources, lack of confidence, skills, and supports for program evaluation is a perennial concern among health promoters in Canada.

In 2006-07 TEIP hired Dr. Brian Rush, of Virgo Evaluation Planning and Consultation to provide intensive evaluation education and support to the original TEIP Pilot communities. Dr. Rush's approach emphasizes the development of a healthy organizational culture for evaluation and uses a participatory approach to involve program stakeholders in evaluation planning.

This Tool is the result of applying Dr. Rush's approach to building local evaluation capacity.

Guiding Principles Informing Tool Development

- Program evaluation is strengthened by participatory evaluation processes which:
 - Involve stakeholders throughout the evaluation process
 - Increase usefulness of evaluation results
 - Increase organizational evaluation capacity
- Evaluation plans must fit local evaluation capacity and resources.
- One must be selective and strategic in deciding what to evaluate. Identification of priority evaluation questions to demonstrate program impact and inform program decision-making is key.
- Not everything that can be counted counts and not everything that counts can be counted - *Albert Einstein*.



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Steps, Worksheets and Outcomes

The *TEIP Program Evaluation Tool* uses the analogy of building a house to illustrate 5 stages in planning and implementing a program evaluation.

Steps	Worksheets	Outcomes
Lay the Ground Work 1. Select Evaluation Team 2. Assess Organizational Capacity & Resources	Evaluation Team Worksheet Evaluation Resources Worksheet	<ul style="list-style-type: none"> ▪ Evaluation team established ▪ Available resources identified ▪ Realistic timetable developed ▪ Vision of healthy evaluation culture created
Lay the Foundation 3. Develop Program Logic Model 4. Define Evaluation Questions	Program Logic Model Template Evaluation Questions Worksheet	<ul style="list-style-type: none"> ▪ Program activities and objectives defined ▪ Relevant & useful evaluation questions prioritized ▪ Link between PLM and evaluation understood
Build the Frame 5. Build Evaluation Framework 6. Document Evaluation Plan	Evaluation Framework Template Evaluation Plan Template	<ul style="list-style-type: none"> ▪ Indicators identified ▪ Evaluation design developed ▪ Data collection methods & tools created ▪ Data analysis methods established ▪ Realistic & credible evaluation plan
Complete the Interior 7. Collect & Analyze Data 8. Document Evaluation Report	Evaluation Report Template	<ul style="list-style-type: none"> ▪ Ethical issues considered ▪ Timely data collection & analysis ▪ Key learnings & recommendations identified ▪ Evaluation results reported
Hold Open House 9. Disseminate Findings & Modify Program	Dissemination Plan Template Action Plan Template	<ul style="list-style-type: none"> ▪ Audiences identified & information tailored to audience preferences ▪ Stakeholder feedback shapes final evaluation recommendations