

EMR ASM Alliance

Project Evaluation



Project & Research Working Group

Thursday 9th December 2010

Purpose of Project Evaluation

Did you meet your objectives?

- Was this the best way to meet your objectives?
- Is this a sustainable approach?
- Are there other ways to achieve the same, or better outcomes?
- What else did you learn?
- What more do you need to know?



What do we need to evaluate?

The intervention and the partnership

- ***Appropriateness***
 - did the intervention match the needs of the target group?
- ***Effectiveness***
 - did we meet objectives?
- ***Efficiency***
 - resource expenditure vs. impact
- ***Equity***
 - was this a fair distribution of resources?



Types of Evaluation

Process Evaluation

Did we do what we said we would do in terms of who we reached, when and how?

Impact Evaluation (effect)

What are the short term changes we can measure in knowledge, attitudes, behaviour, organisations (policy, systems, practices)?

Outcome Evaluation (effect)

What are the changes in long term health outcomes?

Economic Evaluation

How does the economic output relate to outcomes (cost effectiveness, cost benefit analysis, cost utility)



Process Evaluation

Measures the degree to which the project has been implemented as per your project plan and the quality of implementation

What it took to implement the project:

- Logistical activities
- Resources
- Interventions

Questions answered:

- Did the project reach the target group?
- Were participants satisfied?
- Were all activities implemented?
- Were the components of the program good quality?



Impact Evaluation

Measures the short term effects of the project

- Client / staff awareness, knowledge, behavioural intention
- Improved health status
- Access to services, supports
- Changes in service delivery, processes, policy

Questions Answered:

- Did the project meet it's objectives?



Outcome Evaluation

Measures the longer term achievement of the project

Did you meet the ultimate goal of your project?

- Improved health outcomes
- Reduced service use

Questions answered:

- What changes have occurred over time related to the goals of the project?
- Can the changes be attributed to the project?



Economic Evaluation

(cost effectiveness, cost benefit analysis, cost utility)

Measures whether the benefits of the resources allocated to the project outweigh the opportunity costs?

Requires economic expertise!

Questions Answered:

- Was the money was well spent?
- Did we get value for money?

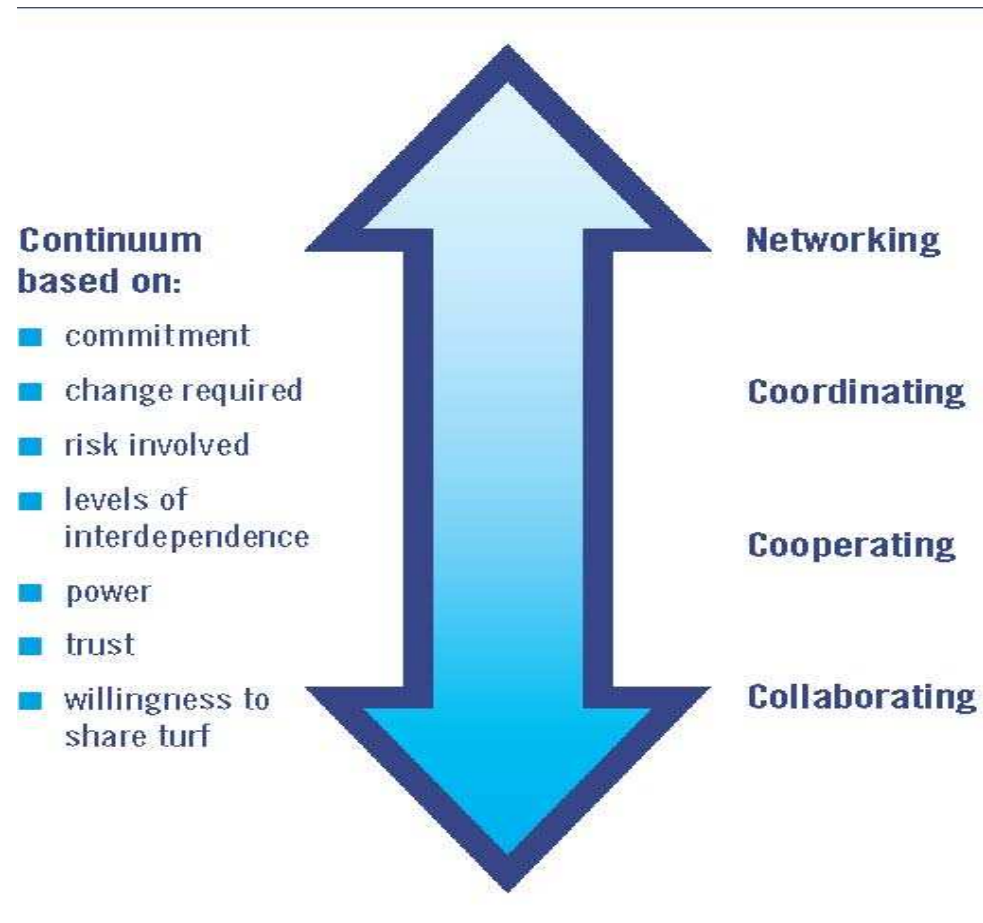
Consider how you can measure and track other resources allocated to your project



Partnership Evaluation

Identify:

- What level of partnership are you engaged in (or aiming for)?
- What are the goals and objectives of your partnership?



Vic Health Partnership Tool



Partnership Evaluation

Process Evaluation:

- Have all partners engaged and participated in your joint activity as planned?
- Have you engaged the appropriate partners? Who is missing?

Impact Evaluation:

- How has a partnership approach added value to your project?
- Could you have achieved your objectives alone?
- What further work is required to build, maintain or strengthen your partnership?-



Setting up an Effective Evaluation

1. Clearly articulate your project's goal/s

2. Develop SMART objectives

- Is it reasonable to expect this change?

3. Identify your key target groups?

- Clients (individual and/or broader community groups)
- Staff (who, where)
- Organisation/s

4. Design and refine your intervention



Setting up an Effective Evaluation

5. Develop your evaluation methodology?

- How will you collect information (qualitative and quantitative)?
- Can you track it? (process)
- Is it measurable? (impact / outcome)
- What will you compare your data against? (current practice/outcomes, best practice evidence, an alternative intervention)
- *Does your methodology enable you to meet the purpose of your evaluation????*

