Developing and Evaluating a Community Project

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OHSU

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OHSU Knight Cancer Institute Community Partnership Program

Your Evaluation TA Team

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Evaluation Technical Assistance

- Applicants: One hour of complementary consultation with someone on the evaluation team
- Grantees: Ongoing evaluation assistance during the project period
- Have your objectives and measures page drafted prior to the call

Webinar Outline

All Tiers

- Project development considerations – all Tiers
- Identifying your participant population – all Tiers
- Project development considerations – Tier 1
- Evaluation and results considerations – Tier 1
- Writing SMART objectives – Tier 1 and 2
- Process evaluation – Tier 2 and 3
- Project development considerations – Tier 3
- Evaluation: making comparisons – Tier 3
- Outputs and outcomes evaluation – Tier 2 and 3
- Evaluation: data storage, management, analysis – all Tiers
- Evaluation checklist – Tier 2 and 3

Before You Start…

All Tiers

- Assemble supporting data
- Conduct a review of the literature, talk to colleagues
- What have others done?
- What works, what doesn't work?
- How are those communities like or not like yours?
- Is there an evidence-based strategy that you can adopt or adapt?
- Are there evaluation tools or instruments you can adopt or adapt?

All Tiers

Identify Your Participant Population

- Who do you want to reach?
- How many people do you want to reach?
- What types of people do you want to reach?

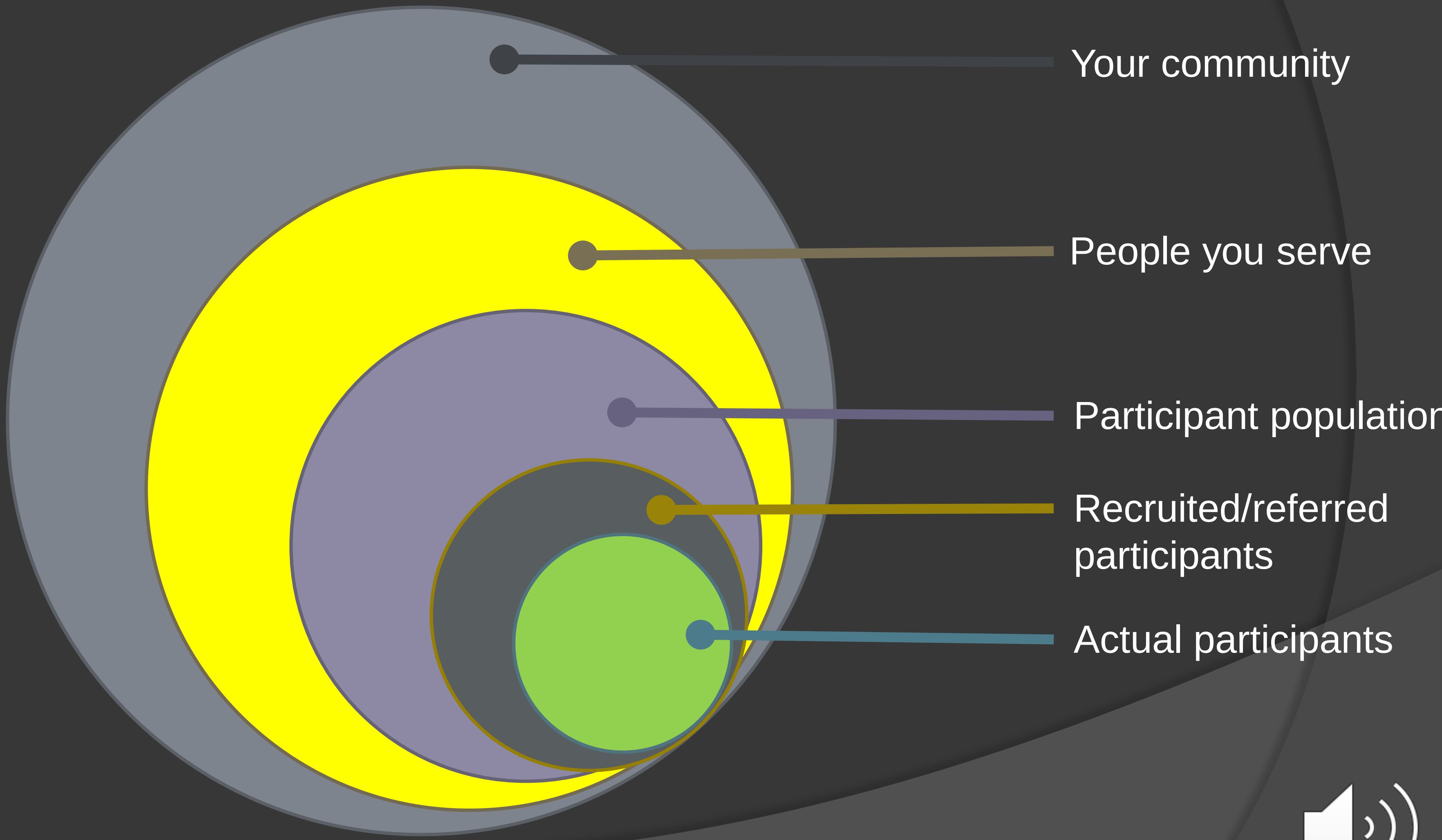
All Tiers

Identify Your Participant Population

Cancer diagnosis, age, gender, ethnicity, urban/rural, parents, groups disproportionately impacted by health disparities

All Tiers

Who is Your Population?



Tier 1

Project Development

Collect baseline data

Needs assessment

Gaps analysis

Cost analysis

Partners analysis

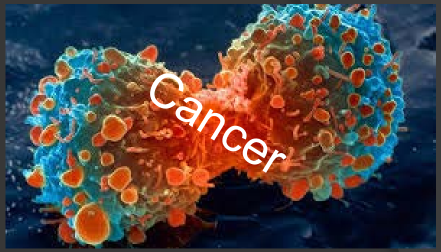
Health disparities analysis

Coalition building

https://www.personneltoday.com/wp-content/uploads/sites/8/2014/02/CPD_OHMar14_ 1.jpg

Tier 1

Project Development



Coalition Building

A local coalition or advisory committee can help develop or facilitate the inquiry.

The coalition members may also be important participants in your assessment.

A coalition can be formed or an existing coalition can be engaged.

Tier 1

Project Evaluation

Tools for needs assessments include surveys, interviews, focus groups, review and assembly of publicly available population-level or other data, asset mapping, document review, and literature review. These are the tools you use to research your environment.

- Consider ”survey fatigue”.
- Talk with other communities.

Tier 1

Project Evaluation

- Analyze the data you collected through your needs assessment.
- Be sure to include information about the demographics of your respondents.
- Analyses may include descriptive statistics, community mapping, or thematic analysis of qualitative data.

Tier 1

Project Evaluation

Evaluation results will:

- Illustrate the need for your intervention, using data
- Form the background section of a Tier 2 application or an application for another funder
- Be part of your community action plan
- Include projected costs for addressing the need

Tier 1

Project Results

Strategic plans
Community action plans

- Stakeholders identified
- Participant population identified
- Priorities identified
- Intervention(s) identified
- Data presented

Tier 2

Project Development

- Begins with a question or a hypothesis
- Involves a “pilot” or small study to see if your project is feasible within your participant population
- Focus is on implementing your project.
- Data collection should include process data

Objectives Template

Tiers 2 + 3

Project Objectives, Activities, Outcomes, & Measures: [Project title]

GOAL/AIM: Blanks County will assist 100 adults (over 50) low-income patients in receiving colorectal cancer screening by the end of the grant period.				
SMART Objective	**Activities**	**Anticipated outcomes**	**Measures (2-3 per outcome)**	**Data collection tools (survey, attendance, etc.)**
50 adult patients, aged 50 years and older, will participate in at least one colorectal cancer education event by the end of the grant period.	*1. Develop colorectal cancer screening educational materials in English and Spanish* *2. Conduct 3 colorectal cancer screening education events for adults, 50 years and older*	*1. 3 education events will be held, with a unique participant count of ~50*	*1. # of materials distributed* *2. # education events conducted* *3. # patients participating in education events* *4. Age and income status of participants*	*Event data collection and attendance sheets for counting materials distributed, participation* *Attendance sheet (including age and income status)*
80% of participants in the education events will demonstrate an increase in knowledge of the benefits of colorectal cancer screening by the end of the grant period.	*1. Develop/adapt survey to measure knowledge of benefits of colorectal cancer screening* *2. Distribute pre/post survey for education event participants*	*1. 75% of participants will demonstrate an increase in knowledge of benefits of colorectal cancer screening*	*1. # surveys distributed* *2. # survey response rate* *3. % increase in knowledge of screening benefits, as measured by surveys*	*Pre-Survey* *Post-Survey* *Survey response tracking sheet or database*
Colorectal cancer screening rates for adult patients aged 50 years or older will increase by 5% by the end of the grant period.	*1. Distribute FIT kits to 100 adult patients by end of grant period*	*1. 50% will agree to be screened for colorectal cancer* *2. 66% of kits distributed will be returned for analysis*	*1. # patients contacted through outreach efforts* *2. Screening agreement rates (# requested, # agreeing from target age group)* *3. Baseline screening rates prior to grant, including screening type* *4. Screening rates at the end of the grant period* *5. # kits distributed* *6. # kits returned* *7. Age and income status of participants*	*Tracking sheet for screening agreement/non agreement rates* *Tracking sheet for kit distribution and return*

Note: Example in italics, to be deleted and replaced with project specific information.

Write SMART Objectives

Example of a SMART Objective

- *50 adult patients, aged 50 years and older, will participate in at least one colorectal cancer education event by the end of the grant period.*

Specific – who and what?

- *50 adult patients, aged 50 years and older, will participate in at least one colorectal cancer education event by the end of the grant period.*

Measurable – how many?

- *50 adult patients, aged 50 years and older, will participate in at least one colorectal cancer education event by the end of the grant period.*

Achievable – attainable within the time frame and available resources

- *80% of participants in the education events will demonstrate an increase in knowledge of the benefits of colorectal cancer screening by the end of the grant period.*

Realistic – attainable within the time frame and available resources

- *Colorectal cancer screening rates for adult patients aged 50 years or older will increase by 5% by the end of the grant period.*

Time-bound – by when?

- *Colorectal cancer screening rates for adult patients aged 50 years or older will increase by 5% by the end of the grant period.*

Tiers 2 + 3

Process Evaluation

- Assesses how things are going with recruitment, implementation, or service delivery
- Can result in “process improvement” or real-time changes to your project
- Can provide information that other communities can use to successfully implement similar projects

Tiers 2 + 3

Process Evaluation Questions

- What are facilitators and barriers to implementation?
  - For project staff
  - For participants
- What recruitment methods are used?
- How much does it cost? What other resources are needed?
- Are the right people being served?
- What is the role of the coalition or advisory board? How are they contributing?

Tiers 2 + 3

Process Evaluation Tools

- Staff logs
- Focus groups/interviews
- Observation tools/checklists
- Financial information

Information fed back to program staff in “real time”

Tiers 2 + 3

RE-AIM Framework

Process steps in red

Dimension	
Reach	Number, percentage and representativeness of eligible patients who participated in the intervention. •Is the intervention reaching the target population? Those most in need?
Effectiveness	Intervention effects on targeted outcomes, •Does the intervention accomplish its goals?
Adoption	Number, percentage and representativeness of participating settings and providers. •To what extent are those targeted to deliver the intervention participating?
Implementation	The extent to which the intervention was consistently implemented by staff members.
Maintenance	The extent to which an intervention becomes part of routine organizational practices, and maintains effectiveness.

Glasgow, www.re-aim.org

Tiers 2 + 3

Implementation Checklist

- You can create a checklist of process items for successful implementation of your project that can be used to scale up your project or by other sites.
- Example: http://www.californiahealthykids.org/fidelity
- If you are implementing an existing program, see if a checklist is available.

Tier 3

Project Development

<u>Test your idea</u>

Implement an evaluation that makes comparisons between what happens *with* your intervention and what happens *without* it.

Design your evaluation to collect both outputs and outcomes.

Collect data and apply a rigorous analysis that demonstrates the efficacy of your approach.

Requires a larger sample size than a Tier 2 project. This could mean more participants or more sites.

Tier 3

Evaluation Design: Comparisons Are Key

- Compare to existing baseline data
- Compare to existing benchmark data
- Pre/post for your intervention group
- Compare to a similar group of non-participants
- Compare costs to what they would be without your intervention

All Tiers

Outputs Evaluation

- Things you can count
- These are things you may already be reporting on
- You will need the counts to measure your outcomes

Tier 2 + 3

Output Examples

- # of participants
- # of classes/workshops/meetings
- # of screenings
- # of staff, hours, $$
- Age, geography, other breakdowns of demographic information

Outcomes Evaluation

- Assesses a change in behavior, knowledge, or attitudes
- *75% of participants will demonstrate an increase in knowledge of benefits of colorectal cancer screening by the end of the project period*

Tier 2 + 3

Outcome Evaluation Tools

- Surveys
- Structured interviews/qualitative data
- Learning assessments
- Clinical data such as screening results
- Observations
- Publicly available data on health indicators

Long-Term Outcomes

- Community Health Indicators (example: colorectal cancer rates)
- Policy Changes (example: screening requirements)
- *With some exceptions, measuring these types of outcomes is beyond the scope of your project*

SMART AGAIN

- SMART Objectives
- SMART Outcomes
- SMART Measures

Evaluation: Who are your stakeholders?

Who is interested in your results?

- Your organization
- Your community
- Your participants & families
- Knight CPP
- Other potential funders
- Others who might want to adopt your intervention

Evaluation: Data Storage and Management

- Data storage — All Tiers
  - Secure data storage
    - Remove identifiers? Who will have access? Password protected, HIPPA compliant
    - Data sharing – may need a formal agreement with partners
- Data management
  - Data quality assurance
  - Data format
  - Data entry
  - Data manager

All Tiers

Evaluation: Data Analysis

- Data analysis
  - What kinds of statistics will you use?
  - What kinds of comparisons will you make?
  - How will you code your data?
  - How will you display the data?
  - How will you document your analysis?
  - What if your sample size is very small?
  - Who will do the analysis?

Evaluation Checklist

- Stakeholders
- Target population
- Data collection methods
  - -role of partners
  - -data sharing agreements?
- Tools/instruments described & references
- Comparisons planned
- Timeline
- SMART measures (Output, Process, Outcome)
- Data storage and management plan
- Data analysis and reporting plan
- Objectives template
- Dissemination plan

♥ TABLES ♥

Project and Evaluation Timeline: [Project title]

Project and Evaluation Activities	**Month** 1	2	3	4	5	6	7	8	9	10	11	12
Develop outreach and engagement strategies	X	X										
Develop educational materials		X	X									
Develop/adapt survey tool		X	X	X								
Conduct outreach to target audiences			X	X	X	X	X					
Conduct education events					X	X	X	X				
Distribute pre/post survey to event participants					X	X	X	X				
Distribute FIT kits									X	X		
Analysis of survey data									X	X		
Analysis of FIT kit returns											X	X
Report Summary												X

Note: Example in italics. Include any planned activities related to project implementation or evaluation. Place an "X" in the box(es) corresponding to the month(s) in which each activity is planned to take place. Do not use specific months, as projects are not funded until human subjects protection approvals are acquired.

For ALL Tiers

"Shrink the Change"

- Stick to no more than 3-5 objectives
- Choose a manageable number of partners
- Initially limit the population you hope to reach

Thank You