



# Developing and evaluating a community project

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# Webinar Outline

1. Support you can expect
2. Before you start your application
3. Required documentation
4. Tiers 1-3 details: evaluation tools & analysis
5. SMART objectives
6. Tips for all tiers

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# Evaluation Technical Assistance: What to Expect

## Application

Optional consultation call prior to application deadline

- Discuss proposed project
- Review evaluation plan
- Provide guidance about evaluation

## Funded Projects

Ongoing technical assistance

- Review evaluation plans
- Provide feedback on evaluation tools
- Do not directly conduct evaluations unless included in budget proposal

# Required Documentation

| Tier 1                         | Tier 2                         | Tier 3                         |
|--------------------------------|--------------------------------|--------------------------------|
| Work Plan & Timeline Template* | Objectives & Timeline Template | Objectives & Timeline Template |

\*Not required for proposal submission

# Tier 1 Define Need

- **Needs Assessment:** collect and assess baseline data on a particular cancer related issue to understand a particular cancer-related issue
- **Coalition building:** support the development or facilitation of project activities (could include a needs assessment)
- **Final product:** develop an action plan outlining strategies to address needs discovered



# Tier 1 Evaluation Tools

- Surveys
- Interviews
- Focus Groups
- Document review
- Asset mapping
- Literature review
- Review of publicly available or community level data

# Tier 1 Workplan & Timeline Template

| Goal: Deschutes County will conduct a needs assessment to learn about the barriers residents experience to receiving a colorectal cancer screening.                       |  |                   |  |
|---|--|-------------------|--|
| Objective   | Activities   | Timeline          | Result   |
| Conduct a survey with Deschutes County residents ages 50-75 to learn about colorectal cancer screening knowledge and barriers to being screened within 6 months of award. | Identify key partners to work with on survey.                            | Months 1-2        | Develop recruitment strategy                         |
|   | Develop or adapt survey tool.  | Months 2-3        | Develop survey tool                                  |
|   | Pre-test survey with 5 people and revise survey based on their feedback. | Month 4           | Survey pre-tested and updated based on feedback      |
|   | Conduct survey with at least 30 people.                                  | Months 5-7        | Survey administered with a goal of 70% response rate |
|   | <b>Analyze survey results.</b>   | <b>Months 7-9</b> | <b>Survey data analyzed and summarized</b>           |



# Tier 1 Evaluation Analysis

Descriptive statistics  
(quantitative data)

- Example: A third (30%) of Farmers Market visitors receiving SNAP benefits had never used their benefits at the market.

Thematic analysis  
(qualitative data)

- Example: Barriers attributed to not visiting the Farmers Market more frequently include: crowds/too many children, accessibility issues, and preference for the online option.

# Tier 2 Develop and Pilot

- Implement pilot of a small project
- Measures feasibility and acceptability

**Feasibility:** assess practicality of project

**Acceptability:** assess target audience's views, perceptions, experiences, and feedback of project

# Tier 2 Evaluation Tools

- Process data
  - Factors that help projects succeed
  - Barriers to its implementation
- Preliminary outcome data
- Types of data collection tools:
  - Surveys
  - Focus groups
  - Interviews
  - Document review
  - Fidelity checklists

# Outputs versus Outcomes

- Outputs are things we can count
  - # of trainings held
  - # of participants who attended each training
  - # of screenings
  - # of staff hours
  - Other demographic data (age, race/ethnicity, geographic region)
- Outcomes assess change in behavior, knowledge, or attitudes
  - Increase in knowledge of benefits of screening
  - Increase in number of screenings

# Objectives & Timeline Template

| <b>GOAL/AIM:</b><br><b>Deschutes County will host 3 colorectal cancer screening education events and screen 100 adult (ages 50-75) low-income patients for colorectal cancer by the end of the grant period.</b> |   |  |   |  |  |
|--|---|--|---|--|--|
| Objective #  | <u>SMART Objective</u>  | Activities   | Anticipated outcomes  | Outputs/Measures (2-3 per outcome)   | Data collection tools  |
| 1  | 100 adult patients, ages 50-75, will participate in at least one colorectal cancer education event by the end of the grant period | <p>Develop colorectal cancer screening educational materials in English and Spanish</p> <p>Conduct 3 colorectal cancer screening education events for adults, ages 50-75</p> | 3 education events will be held, with a unique participant count of 100 | <p># education events conducted</p> <p># patients participating in education events</p> <p>Age and income status of participants</p> | <p>Event data collection sheet for counting materials distributed, participation in activities</p> <p>Attendance sheet (including age and income status)</p> |

# Tier 2 Analysis

- Assess how **feasible** and **acceptable** pilot was
- Questions to consider:
  - What recruitment methods were used? How successful was the method?
  - How much did this program cost to implement?
  - What other resources are needed to implement the program?
  - Are the right people being served? Are we missing a population that would benefit from the program?
  - What are the barriers and facilitators to implementation (for both staff and participants)?

# Tier 3: Evaluate and Sustain

- Implement a larger scale project
  - Bigger sample size (more participants or more locations)
- Evaluate outcomes and the effectiveness of a program
- Evaluation is more rigorous than Tier 2

# Tier 3: Evaluation Tools

- Compare baseline/benchmark data to measure effectiveness of program
- Evaluate outputs and outcomes
- Could also evaluate process data
- Types of data collection tools (similar to Tier 2):
  - Surveys
  - Interviews/Focus Groups
  - Learning assessments
  - Clinical data; screening results
  - Observations



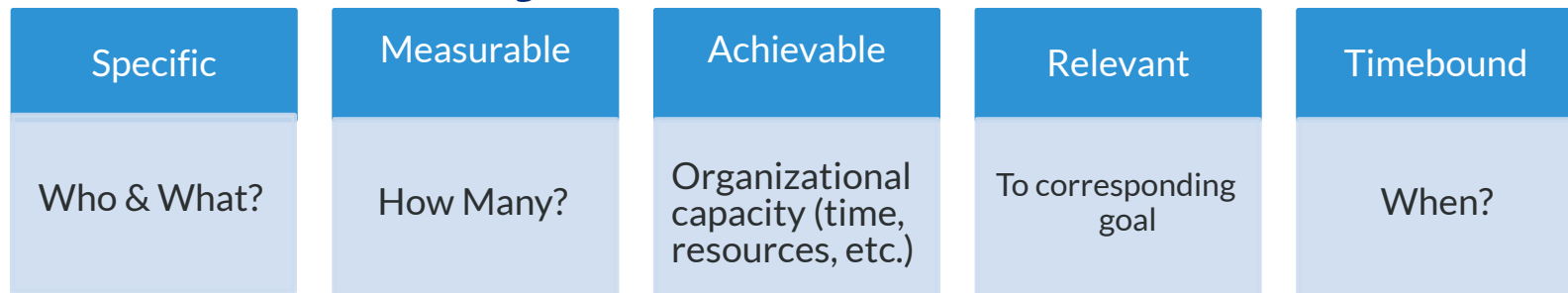
# Tier 3 Analysis

- Compare data to understand what happens with and without the project
  - Use baseline or benchmark data
- Questions to consider:
  - Did our program reach more people in our target audience compared to another program?
  - Did more people have access to the screening compared to another program?
  - What were the outcomes of the program? Were they intended or unintended?

# Considerations before you start your application

- What data already exists either from the literature or your community?
- Which other stakeholders should be involved in your project?
- Is there an evidence-based approach you can adapt for your project?
- Who is your target audience?
- How many people are you hoping to reach?
- Are there specific demographics you want to reach?

# SMART Objectives



"50 adult patients with a new diagnosis of breast cancer will be recruited from Oregon Surgical Wellness, enroll in an eLearning online platform, and will receive an accompanying booklet for lymphedema education and information by the **end of the grant period.**"

Other considerations: Are your objectives **inclusive** and **equitable**?

# Tips for all tiers

- Data storage
- Data management
- Data analysis
- Be reasonable!
- Always share back your data!
  - Executive summary
  - Multiple page report
  - PowerPoint
  - Website/Social media
  - Other types of data visualizations

# We are on your team.





Thank You