

PROCESS MEASURES: IT'S NOT WHAT YOU DO, BUT HOW YOU DO IT.

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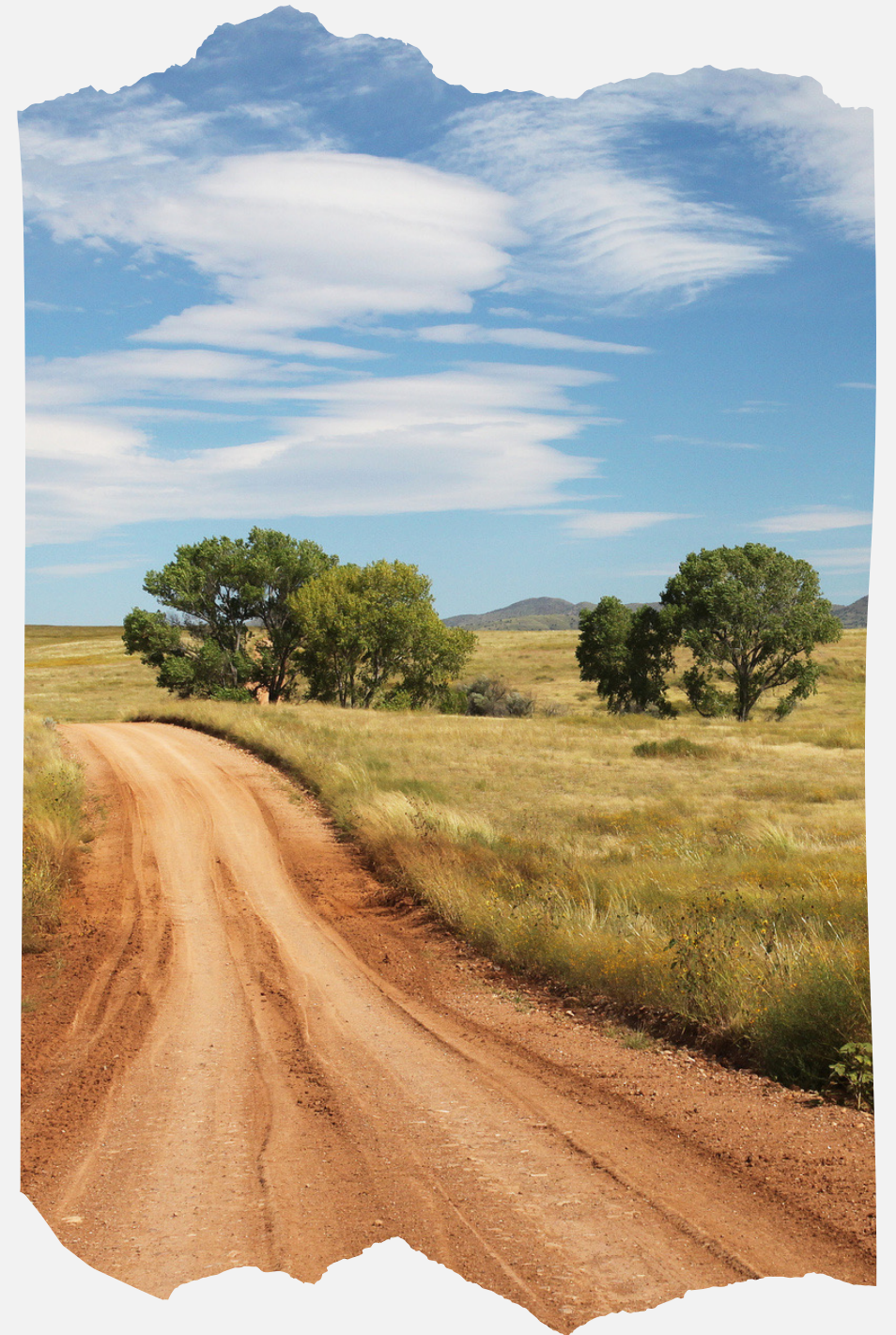
LEARNING OBJECTIVES

BY THE END OF THE HOUR YOU WILL:

- Learn what process measures are
- Understand the difference between process and outcome evaluations
- Know how to create & tailor process measures to your program or project
- Walk away with 3 less burdensome ways of using process measures
(beyond surveys!)

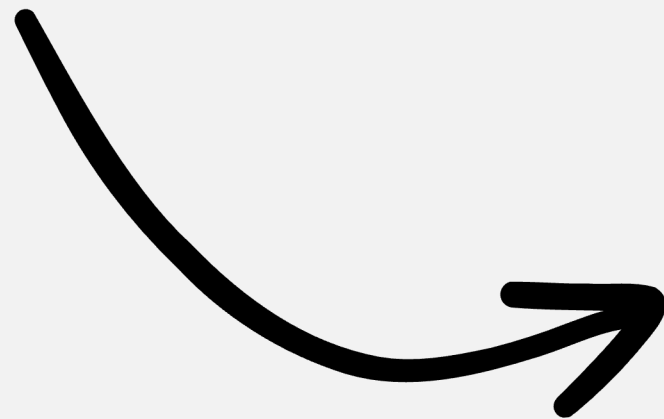
AGENDA

- 01 DEFINE & CLARIFY (5 MIN)**
- 02 CORE COMPONENTS (15 MIN)**
- 03 IMPORTANT CONSIDERATIONS (10 MIN)**
- 04 GROUP ACTIVITY (15 MIN)**
- 05 SHAREBACK & QUESTIONS (15 MIN)**



SO, WHAT IS PROCESS EVALUATION?

- Focuses on implementation
- Provides an early warning for any problems that may occur
- Allows programs to monitor program activities



USES PROCESS MEASURES:

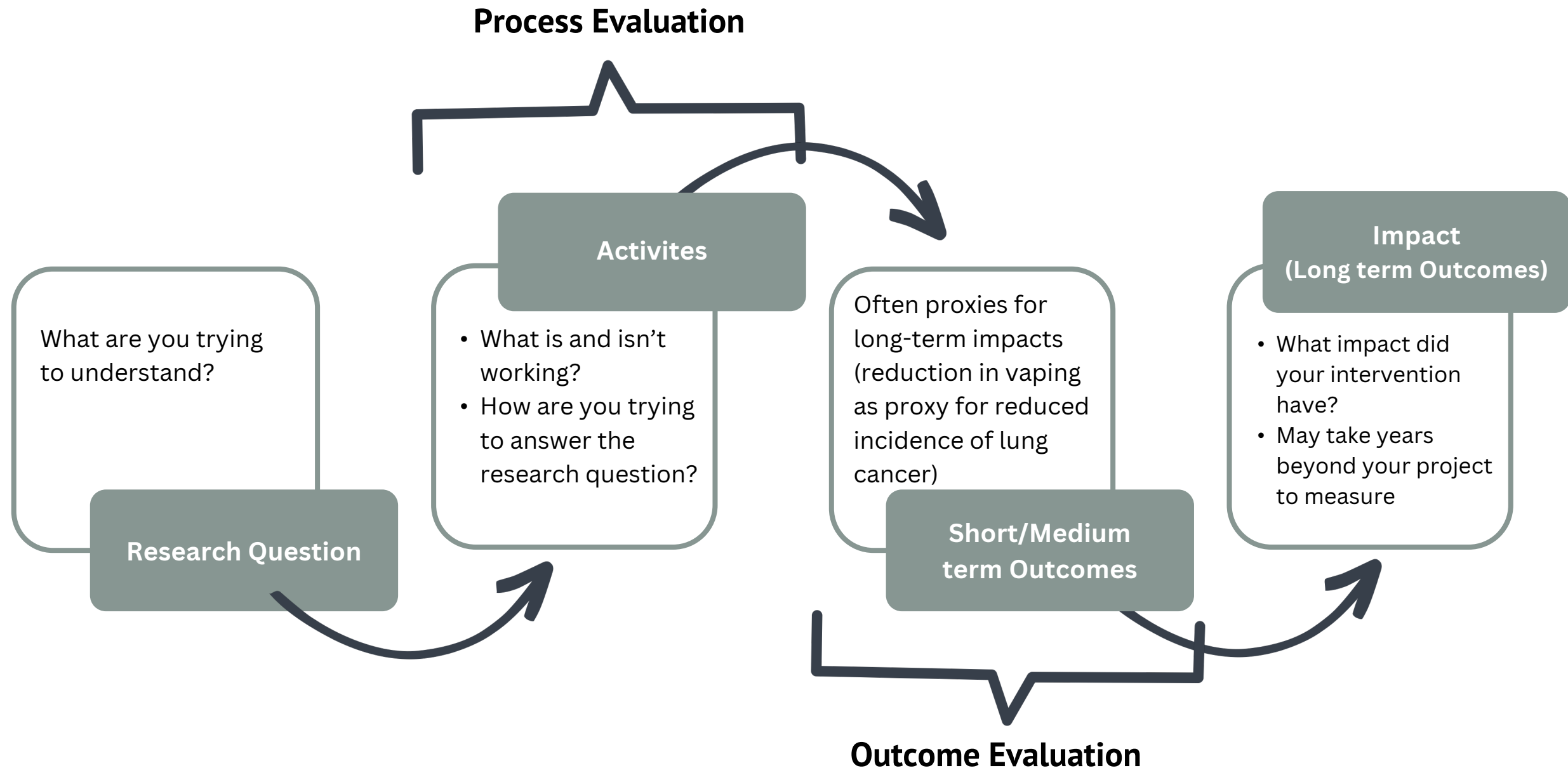
Anything you can count or assess:

- # of students enrolled
- participant characteristics
- # of referrals
- satisfaction

HOW IS IT DIFFERENT THAN OUTCOME EVALUATION?

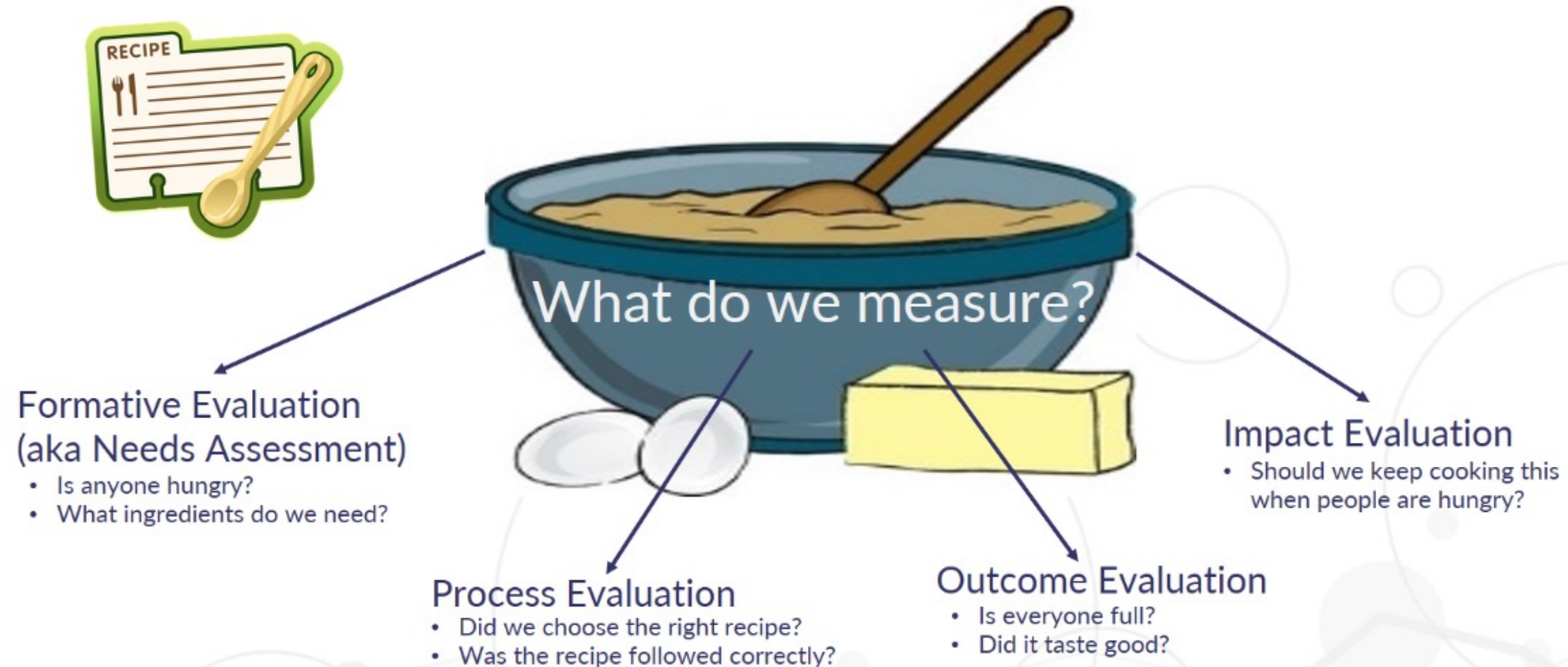
Evaluation Type	What is shows	What it measures
Process Evaluation	Was it implemented as planned?	Program activities
Outcome Evaluation	Was it effective?	Program objectives

CONNECTING THE DOTS PT. 1



CONNECTING THE DOTS PT. 2

Evaluation Types



CORE COMPONENTS OF PROCESS EVALUATION



Reach



Dose Received:
Exposure



Dose Delivered



Dose Received:
Satisfaction



Fidelity



Context

**CASE
STUDY:
TEEN
TOBACCO
CESSATION
PROGRAM**



REACH

How many people from an intended audience participate in the program?

Potential Measures

- Enrollment rates
- Age
- Race/Ethnicity
- Grade level
- Referral pathway

How many students from Hood River Valley High School participated in the NOT program?

MEASURES



of students enrolled

DOSE DELIVERED

How many activities/materials/services were delivered or provided to the intended audience?

Measures

- Sessions held
- Trainings held
- Brochures distributed

How many sessions did the NOT program provide to each student?

MEASURES



of sessions provided

DOSE RECEIVED: EXPOSURE

How much did the intended audience engage with the activity/material/service?



Measures

- Trainings received
- Materials received

How many NOT sessions did each student attend?

MEASURES



of sessions received
(attendance sheet)

DOSE RECEIVED: SATISFACTION

How satisfied are interested/affected parties with the program?



Measures

- Program staff satisfaction
- Student satisfaction
- Board member satisfaction

To what extent were program participants satisfied with the content of the sessions?

MEASURES



- Relevancy
- Knowledge
- Engagement

To what extent were program implementers satisfied with the delivery of the sessions?

MEASURES



- Engagement
- Logistics
- Communication

FIDELITY

Was the program delivered as planned?



Measures

- Adherence
- Quality

To what extent was the **NOT** curriculum implemented as planned?

MEASURES



- Date
- Was the session implemented as planned? If not, how did it change?

CONTEXT

External factors that may influence program implementation



Measures

- Social circumstances
- Political environment
- Geographic
- Economic changes
- Stay-at-home order

What external factors impacted NOT program implementation?

MEASURES



Staffing

of referrals

Recruitment strategies

IMPORTANT CONSIDERATIONS

Valuing equity means considering tailoring...

- Data quality
- Investment of resources
- Participant burden
- Quantitative vs. qualitative data
- Sensitivity

...which means we must find other ways of collecting data beyond surveys.

EQUITABLE PROCESS EVALUATION



SYSTEM + INDIVIDUAL

Collect and share data at both the system level and the individual level



BASELINE DATA

Collect data at the beginning, middle, and end

ELEVATE COMMUNITY VOICES

Allow communities of interest to identify evaluation priorities; **“We measure what we value”** -Sally Liederman



TAILORING

Tailor recruitment and outreach strategies



NUMBERS + STORIES

Use qualitative data in addition to quantitative data to share stories & context



BEYOND SURVEYS: HOW DO WE COLLECT THESE DATA?

Quantitative Methods	Qualitative Methods
Surveys	Observations
Checklists	Structured interviews
Attendance logs	Focus groups
Registration forms	Content analysis of recorded sessions
Project archives	Walking interview
Online tracking & analytics	Art; structured drawing

GROUP ACTIVITY INSTRUCTIONS

- We will split you up into groups
- Each group will be assigned a core component of process evaluation (fidelity, dose received, etc.)
- Choose a notetaker
- Choose a reporter (share back)
- Work as a group to identify 2-3 measures for your core component & write them on the posters
- Extra time: consider the supplementary questions around
 - equity
 - participant burden
 - alternative data collection methods beyond surveys
- Reporter will share back measures and highlights from your discussion

GROUP ACTIVITY CASE STUDY

Gorge Grown Food Network has a Veggie Rx program that provides fresh vegetables and nutrition education to food-insecure cancer patients and survivors in the Columbia River Gorge. Patients and caregivers will be able to access healthy produce and learn how to develop a proper diet and make other lifestyle changes necessary to improve overall health.



FIND YOUR GROUP



STICKER

Find the sticker in the upper right hand corner of your worksheet



JOIN

Join your group at the poster with the same color as your sticker



10 MINUTES

We will give you a 2 minute heads up before we rejoin for shareback. Shareback will be in the order of the rainbow.

Reach	How many people from an intended audience participate in the program?	<ul style="list-style-type: none"> • Enrollment rates • Age • Race/Ethnicity • Grade level • Referral pathway
Dose Delivered	How many [XX] were delivered or provided to the intended audience?	<ul style="list-style-type: none"> • Sessions held • Trainings held • Brochures distributed
Dose Received: Exposure	How much did the intended audience engage with the activity/material/service?	<ul style="list-style-type: none"> • Trainings received • Materials received
Dose Received: Satisfaction	How satisfied are interested/affected parties with the program?	<ul style="list-style-type: none"> • Program staff • Participants • Boards
Fidelity	Was the program delivered as planned?	<ul style="list-style-type: none"> • Adherence • Quality
Context	External factors that may influence program implementation	<ul style="list-style-type: none"> • Social circumstances • Political environment • Stay-at-home order

SHAREBACK

NOTES & RESOURCES (USE QR CODE!)

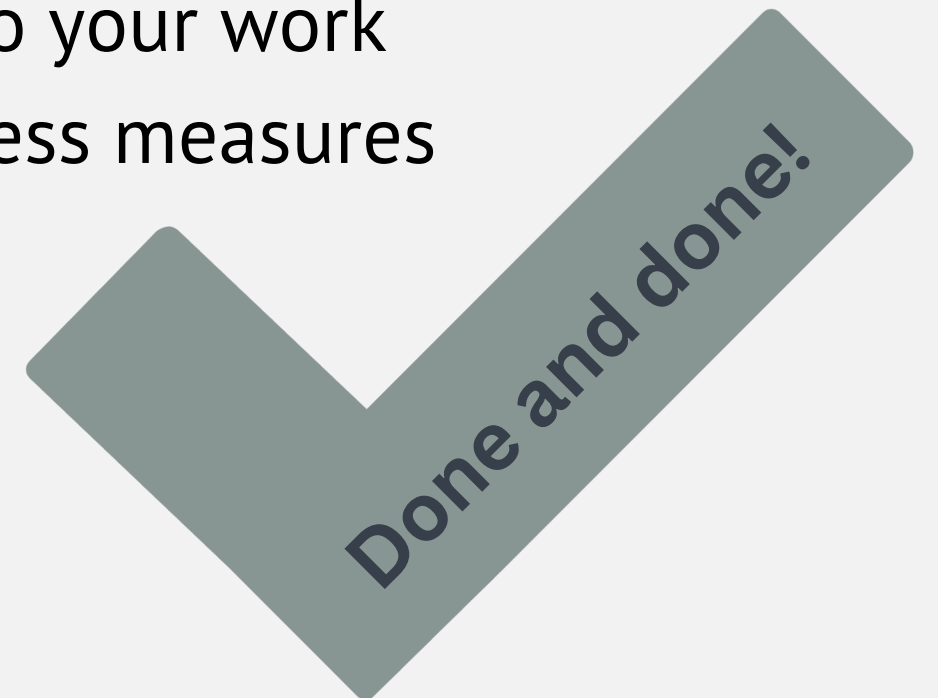
- Notes on measures gathered during group activity
- Resources about data equity



LEARNING OBJECTIVES

BY NOW YOU HAVE HOPEFULLY...

- Learned what process measures are
- Understand the difference between process and outcome measures
- Know how to create & tailor process measures to your work
- Have 3 less burdensome ways of collecting process measures (beyond surveys!)





THANK YOU

Contact

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