



HEARTS IN THE AMERICAS

Regional Workshop

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Fundamentals of Program Evaluation

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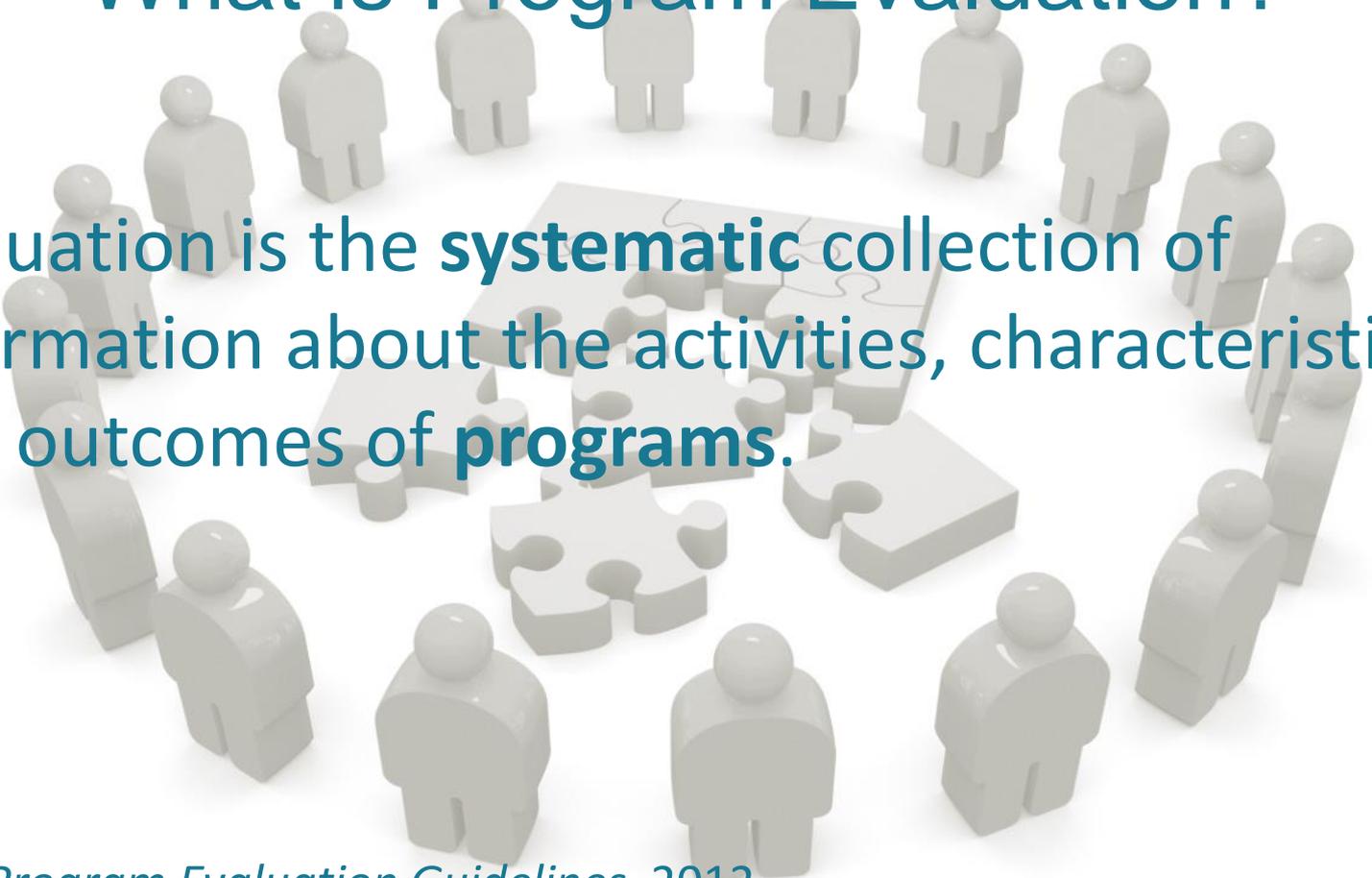
CDC

United States



What is Program Evaluation?

Evaluation is the **systematic** collection of information about the activities, characteristics, and outcomes of **programs**.



-CDC Program Evaluation Guidelines, 2012

Why Evaluate?

- ✓ Make **judgments** about that program
- ✓ **Improve** program effectiveness
- ✓ **Inform** future decisions about program development

What Is A Program?

A **program** is any set of related activities undertaken to achieve an **intended outcome(s)**

-CDC Program Evaluation Guidelines, 2012

- Program is defined broadly to include:
 - Policies
 - Interventions
 - Research, capacity, and infrastructure efforts

What Is Surveillance?

- **Surveillance** is continuous or routine data collection on various factors over regular intervals of time. Surveillance systems are:
 - **Data sources** for program evaluation – especially of long-term and population-based outcomes
 - **Resources** for formative (pre-implementation) evaluation

Research or Scientific Approach

- State Hypothesis
- Collect Data
- Analyze Data
- Draw Conclusions

Program Evaluation Approach



Describing the Program

- What is the **need** for the program? What is the context?
 - Situational analysis
- What does the program **expect** to achieve?
- What **activities** comprise the program?
- What **resources** are needed to implement the program?

Focusing the Evaluation Design

- What is the purpose of the evaluation?
- Who will use the findings, and how?
- What do you want to know?
- What methods and data sources will you use?

Outcome Indicators

- Outcome indicators measure whether the program is achieving expected changes
- Outcome indicators measure changes that occur over time

Indicators: Process

- Process indicators measure the program's activities
- Process measures indicate whether the program is being implemented as planned
- Process indicators help implementers understand what happened and how it happened

Process Indicators: Why?

- Adapting and Piloting the Program
 - What can we adjust so that the program works better?
- Evaluating the Implementation of the Program
 - Are we on track to achieve intended outcomes?
- Scaling Up the Program
 - What are the essential components we need to bring to scale?

Ensure Evaluation Use and Share Lessons

