Evaluation Plan Template

## Using the Evaluation Plan

Evaluating your efforts is an important step in the community health improvement process. Evaluation allows you to be sure that what you are doing is working in the way you intended and that your efforts are as effective and efficient as possible. Accountability also increases the likelihood that funders will continue to invest in your efforts.

The Evaluation Plan Worksheet is intended to help you plan for your evaluation with questions prompting you to think about things like who your stakeholders are, what you want to learn from your evaluation, where you’ll get your data and how you will collect, organize and analyze that data. The worksheet also helps you think about how you’ll share your findings and use them to help or improve your efforts.

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| **EVALUATION PURPOSE**  Work with your core team to decide how and when you will use your evaluation. Will you use it to gain insight (also called formative evaluation), to improve a policy or program (also called process evaluation) or to evaluate policy or program effects (also called impact, results or outcome evaluation)? You’ll likely want to incorporate different uses of evaluation throughout your community health improvement process. |
| **How and when will we use our evaluation?** |
| *Ex. The purpose of this evaluation is to understand whether a complete streets policy is being implemented as planned and whether it is having the intended impact (e.g., more people using active transport). This information will be used to improve implementation.* |

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| **IDENTIFYING STAKEHOLDERS**  Take some time to brainstorm who your stakeholders are before you create your evaluation plan. Each type of stakeholder will have a different perspective on your policy or program as well as what they want to learn from the evaluation. You can group stakeholders in any or all of the four main categories, depending on your specific policy or program. | |
| **Implementer Stakeholders**  *Involved in making the policy or program happen* | **What might they want to learn from the evaluation?** |
| *Ex. Badger County Public Works Department* | *Ex. Are Badger County residents aware of and using active transportation options?* |
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| **Partner Stakeholders**  *Actively support the policy or program* | **What might they want to learn from the evaluation?** |
| *Ex. Badger County Bike/Ped Committee* | *Ex. Is the complete streets policy increasing safe physical activity options?* |
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| **Participant Stakeholders**  *Served or affected by the policy or program* | **What might they want to learn from the evaluation?** |
| *Ex. Badger County residents* | *Ex. How many new roads in Badger County have sidewalks and/or bike lanes?* |
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| **Decision Maker Stakeholders**  *In a position to do or decide something about the policy/program* | **What might they want to learn from the evaluation?** |
| *Ex. Badger County Board of Supervisors* | *Ex. Have sidewalk and/or bike lane construction projects been completed on time and on budget?* |
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| **EVALUATION QUESTIONS**  Based on the goals or objectives you determine to be most important to evaluate, what evaluation questions do you want to answer? | | | | | |
| **Objective #1:** | **Evaluation Questions** | **Indicators (Benchmark)**  *How will we know? (What’s the goal?)* | **Data Sources**  *Where will we get the information?* | **Lead** | **Timeframe** |
| *Ex. By Jan. 1, 2013, the Badger County residents will have greater access to active transportation options.* | *Is the Complete Streets policy increasing access to safe physical activity options?* | * *Number of new roads in Badger County with sidewalks and/or bike lanes. (Goal: 5 new roads)* * *Percentage of Badger County population that is aware of increased active transportation options. (Goal: 50%)* | * *Government agency records* * *Community-based self-report survey post implementation* | * *Badger County Public Works* * *Badger County Bike/Ped Committee* | * *Jan. 2013* * *Spring 2013* |
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| **Objective #2:** | **Evaluation Questions** | **Indicators** | **Data Sources** | **Lead** | **Timeframe** |
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| **Objective #3:** | **Evaluation Questions** | **Indicators** | **Data Sources** | **Lead** | **Timeframe** |
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| **COLLECTING, ANALYZING AND INTERPRETING EVALUATION FINDINGS**  Evaluation data often must first be organized, tabulated, analyzed and interpreted before it can be useful. Look at your list of data sources above and decide how you will use the data gathered to answer your evaluation questions. For example, will survey data be tabulated by hand or with a computer? Will any statistical techniques be used? How will narrative data be analyzed? | |
| **Data Source** | **Data collection, organization, analysis and interpretation notes** |
| *Ex. Community-based self-report survey post implementation* | *Survey data (both quantitative and qualitative) will be collected using an online survey tool and tabulated by computer. Badger County Bike/Ped Committee will work with student interns to collect and analyze survey data.* |
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| **SUMMARIZING YOUR FINDINGS**  After you’ve analyzed and interpreted your findings, you should prepare a summary of the information obtained through your evaluation. Identify three to five main points from the evaluation that you feel are most important to highlight in the summary. It is important for you to set a target completion date for this summary and designate someone as the lead. | |
| **Target Date:** |  |
| **Lead:** |  |
| **Summary preparation notes:** |  |

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| **USING AND DISSEMINATING YOUR FINDINGS**  The last step is to plan how you will use and communicate the evaluation information. Consider your stakeholders and the best ways to share useful information with each of them. This could include a written report, oral presentation, graphs or other visuals, etc. How might your stakeholders also use the findings? Also remember to share the evaluation information with any survey or interview respondents. | |
| **Stakeholders** | **What is the best way to share information with this group?** |
| *Ex. Badger County Board of Supervisors* | *The Healthy Badger County Coalition will provide a written report and in-person presentation to the Board of Supervisors with complete evaluation findings. The coalition will also provide regular updates on Complete Streets implementation and impacts leading up to the final evaluation. The Board of Supervisors will use this information to determine whether to continue to fund sidewalk and/or bike lane projects as is called for in the complete streets policy.* |
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*Adapted from the* [*Healthy Wisconsin Leadership Institute Community Health Improvement Toolkit*](http://www.hwli.org/chip-toolkit/)*.*