METHODS FOR EVALUATING YOUR COALITION OR PARTNERSHIP

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Evaluation Plan

Objective:			
Question	Method	Data Source	Outcome

- **Design (Pre-post, time series, case study)**
- **Objectives & Questions**
- **Methods (qualitative and/or quantitative)**
- **Data Sources**
- **Outcomes/Measures**
- **Major tasks, responsible persons & timeline**

Your Evaluation Focus Should Guide Your Choice of Methods

- **Coalition**

- **Strategies & activities**

- **Outcomes**

- **Members & participants**

- **Coalition impact**

- **Influencing factors**

Go Back to Your Questions

- **Are we meeting members' needs?**

- **Do work groups function well?**

- **Which strategies are effective?**

- **Are we accomplishing goals & objectives?**

- **Are we reaching our priority audiences?**

- **Are we influencing policies & practices?**

- **Are we building community capacity?**

- **Could we improve? Do we make a difference?**

- **What unintended outcomes are occurring?**

A Dozen Data Collection Methods

1. **Survey -** mailed, electronic, in-person, phone

2. **Interviews -** in-person, phone, focus group

3. **Group Assessment -** forum, Delphi technique, Nominal Group Process

4. **Observation -** use trained interviewers

5. **Case Study -** multiple data sources & methods

6. **Formal Review -** by peers, panel, experts, review committee

7. **Portfolio Review -** work samples to rate quality & scope

8. **Document Review -** content analysis to assess & summarize

9. **Testimonials -** responses/reactions by key participants

10. **Tests -** standard measures of knowledge, skill, performance, physiology

11. **Photographs/videos -** visual images & stories

12. **Diaries/Journals/Logs -** chronological records; personal views

Selecting Methods

❑ What's practical? Mix quantitative & qualitative methods.

❑ What methods will you use if more data is needed?

❑ Are methods acceptable to potential respondents?

❑ Who has skills to use methods? Is training required?

Key Informant Interviews?

Document Review?

Surveys?

Focus Groups?

Observation?

Data SOURCES

Existing   √ **Coalition Documents**
Data   **(Reports, newsletters, minutes, rosters)**

          √ **Existing databases**

          √ **Business records or websites**

People   √ **Coalition members**

          √ **Partners or participants**

          √ **General public**

          √ **Key informants (funders, officials)**

Other   √ **Actual events, activities, practices**

          √ **Before/after pictures (photovoice)**

          √ **Maps, charts**

Instruments & Tools

Search the Literature

- Coalition Effectiveness Inventory (CEI)

- Meeting Effectiveness Inventory (MEI)

- Teamwork surveys

- Collaboration & Inclusivity Checklists

- Member Satisfaction Surveys

- Member & Leader Interviews

Levels of Coalition Evaluation

- **LEVEL 3:** Outcome - Change in policies, systems & environments

- **LEVEL 2:** Impact - coalition strategies

- **LEVEL 1:** Process - coalition effectiveness

Coalition Evaluation Measures

Level 1. Infrastructure, function & process

Member representation	Expectations
Member skills/experience	Perceived effectiveness
Recruitment	Leadership
Participation	Staff performance
Costs/benefits	Organizational structure
Role clarity	Planning products/quality
Satisfaction	Task focus
Commitment	Decision making
Organizational culture	Conflict Resolution
Sense of ownership	Group relationships
Communication	Resources

Sample Short-term Outcomes

- # of coalition meetings in past year

- # members from priority population attending training

- # staff certified in communication/media training

- Level of satisfaction of coalition members

- # hours contributed by volunteers

Coalition Evaluation Measures

Level 2. Strategies

Implementation

Media coverage

New or modified services & programs

Community actions taken

New or modified policies & practices

Sample Intermediate Outcomes

- **Increased knowledge of health consequences of tobacco use**

- **Improved cultural awareness of priority population**

- **Increased self-efficacy about not using tobacco**

- **Improved skill in advocacy**

- **Improved behaviors (e.g., attending cessation classes)**

- **New policy - point of purchase tobacco sales**

- **New clinic referral practice**

Coalition Evaluation Measures

Level 3. Health status & community change

Community coalitions

Community capacity & competence

Organization viability

Health status indicators

Availability

Access

Use

Prevention

Treatment

Sample Long-term Outcomes

- Sister coalition formed in adjacent community

- Long-term funding obtained by coalition

- Coalition strategy spun off to partner agency

- Decreased initiation of youth tobacco use, increased quit rates, decreased tobacco-related illness

Outcomes - more than numbers!

- **Membership**: # of members not as key as sectors they represent & how they contribute (leader roles, WG activity)

- **Attendance:** # of members attending meetings not as meaningful as whether attendance is consistent

- **Strategies:** # of people reached not as critical as whether they represent intended population & strategies were robust enough to cause change

Free/Low Cost Evaluation Manuals & Websites

- *Community Toolbox:* *http://www.ctb.edu*

- *Empowerment Evaluation Website:* *http://www.stanford.edu/empowermentevaluation*

- *CDC. Physical Activity Evaluation Handbook. (2002). US Dept. of Health & Human Services*

- *W.K. Kellogg Foundation. (1998). Evaluation Handbook. Battle Creek:* *http://www.wkkf.org/Pubs/Tools/Evaluation/Pub770.pdf*

- **Coalitions Work.** http://coalitionswork.com

Free/Low Cost Evaluation Tools

- **Survey Monkey: $200/yr. http://www.surveymonkey.com/**

- **Innovation Network: Tools for evaluation plans, logic models & more http://www.innonet.org/index.php**

- **Online Evaluation Resource Library: Create surveys, interviews, observation guides: http://www.oerl.sri.com/**

- **United Way Outcome Measurement Resource Network: Download/low cost (< $50. tools/ instruction) http://national.unitedway.org/outcomes/resources/**

Parting Tips

- **Choose methods that match your skills and resources**

- **Use methods that are appropriate for answering your evaluation questions**

- **Take advantage of data you already have**

- **Use & adapt existing tools**

- **Use measurable, well-defined indicators**

- **Collect enough data to be reliable without burdening respondents – plan to use data you collect!**

References

- **National Business Coalition on Health. (2013). Community Evaluation Technical Action Guide. http://bit.ly/1iIluXM**

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- **Butterfoss, FD. (2009). Evaluating Partnerships to Prevent and Manage Chronic Disease. *Preventing Chronic Disease,* 6(2). http://1.usa.gov/1MpljAu**

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- **Olson, S. (2007). Partnership Tool Kit: Public Health Excellence Through Partnership Vs. 2.0., CDC.**