

Transitions to Scale Up

What are considerations for planning and implementing an evaluation of an effort as it goes to scale?

Four Approaches to Scale*		
What is Scaled	Definition of Scale	Scaling Mechanism
Program	copying an effective program	Replication Adaptation
Ideas or Innovation	spreading an idea among individuals or organizations	Communication Marketing Dissemination
Technology or Skill	Increasing the number of people or places that use approach	Marketing Distribution Training Granting
Policy	Ensuring that ideas expressed as policy are transformed into behavior (place/jurisdiction)	Implementation

*From Julia Coffman of Harvard Family Research Project and the Center for Evaluation Innovation (2010), adapted from Ottoson, J. M & Hawe, P. (2009), Knowledge, utilization, diffusion, implementation, transfer, and translation: implication for evaluation, *New Directions in Evaluation*, 124, 1-108, 2009.

References:

Special Issue: Knowledge, Utilization, Diffusion, Implementation, Transfer, and Translation: Implication for Evaluation, *New Directions for Evaluation* (124, 2009).

Scaling Impact (2010) *The Evaluation Exchange* (XV, I).