Does the Evaluation Explain the Means?
Capacity Building Follow-up

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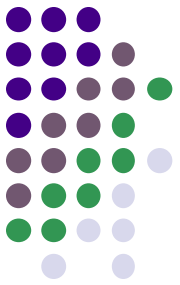Building Healthier Communities

Purpose

This session will begin to map out, in a systematic way, how we can address the question of methodologically gathering credible evidence to justify conclusions to stakeholders. In other words, how do we show that what we are doing is working?
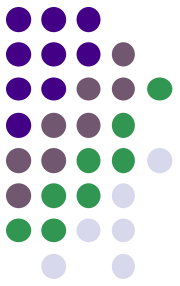
Purpose

How do we know whether interventions are working?

- If they are not effective, and even if they are, how can we improve them to make them better for the community?
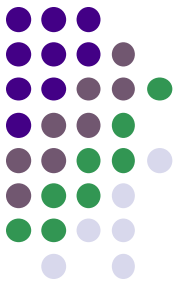
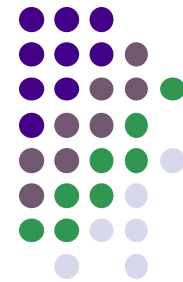## How often should evaluations be conducted to measure this?

Objectives

1) By the end of the session, there will be a clear understanding of the evaluation follow-up.

2) By the end of the session, at least 50% of the participants and will be able to understand the importance of a 4 week follow-up.

3) By the end of the session, at least one lesson learned will be clearly explained.

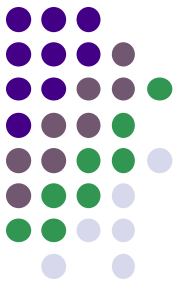# Various Types of Capacity Building Assistance Episodes

Ways to Collect Data

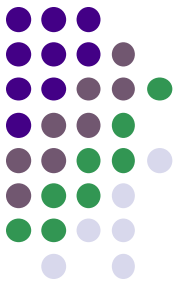To effectively evaluate work means more than just asking questions at the end of the interaction.

Ways to Collect Data

Even though we try to be comprehensive, immediate data does not always tell us what is happening.

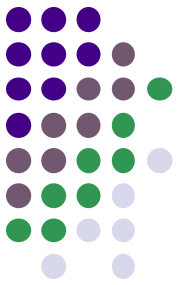Qualitative data collection tools combined with quantitative data collection tools are helpful…

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Immediate Evaluations

Evaluations are important but not the end of the story.
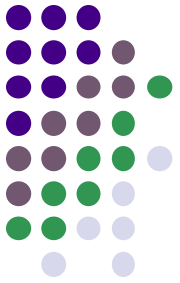

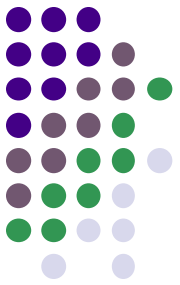Implementation-why? Or why not?

Immediate Evaluations

Immediate evaluations can be influenced by several variables:

- Type of CBA: For example, if an onsite training, then…
  - Temperature of room
  - Snacks served or not
  - Mandatory attendance or not

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Immediate Follow-up

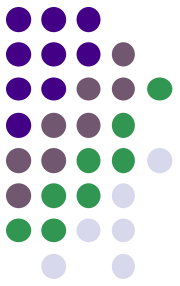| CRIS #	Date Added to NMAC	Name of Organization	Date Closed	Outcome of CBA
3XXX	1/3/12	UUU	1/12/12	0%
4XXX	4/21/12	WWW	6/28/12	100%
4XXX	4/28/12	ZZZ	6/13/28	100%
4XXX	4/29/12	ZZZ	6/14/28	100%

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4-weeks Afterwards

The time period of four weeks is used because:

1) Staff remember
2) Barriers emerge
3) Successes can be projected or not
4) Interventions can be made
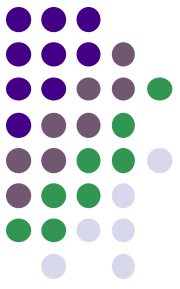5) Additional TA can be requested to ameliorate new situation

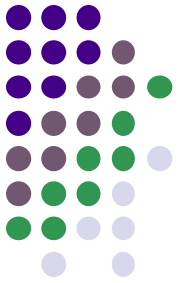# 3-months Afterwards

The time period of 3 months is used because:

1) Concepts have gelled

2) All parties are on board

3) Successes will have happened OR successes are on track to happen

4) Areas for new requests become clear

Components of our Approach to Follow-ups

1) Engage Stakeholders
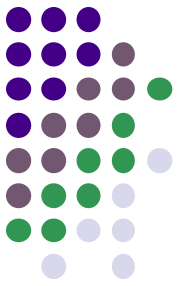
2) Give Reason for the Calls

3) Gather Credible Evidence

What <u>NOT</u> to Do

Number completed evaluation	Number with contact information	Number emailed follow-up survey	Number returned follow-up survey	Number showed implementation
15	15	15	0	?

What We Do Now-4weeks
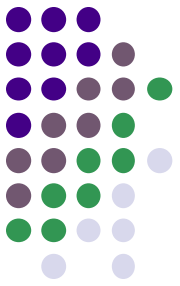
- Call (no emailed surveys)

- Call (no doodler scheduler)

- Call

Example of Follow-up survey tool questions

1) Were you the same person who participated in the CBA?

2) Who else participated in the CBA?

3) Quantitative follow-up asks the following:

Made a little progress	Made some progress	Made a lot of progress	Made extensive progress

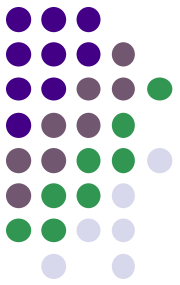NATIONAL MINORITY AIDS COUNCIL
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4-Week Follow-up Scale, Now

At CBA?	# of Staff At CBA	Rating of CBA	Materials Used?	Barriers?	Successes	Why not implemented?	Additional Comments?

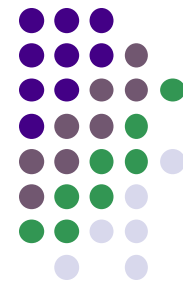# Example of Unsatisfactory CBA, Follow-up is Important

The means-mode of delivery-of the CBA, not the quality of the information, was the problem.

The CBA was judged unsatisfactory by this evaluation tool that was:

-closed-ended

-formulaic

 -short

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With Unsatisfactory CBA, Follow-up is Important

Type of CBA received: telephone exchange of information on grant writing.

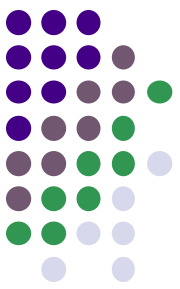Did NOT receive a one-to-one in-person consultant conducted session.

Results

Calls Made by staff/over 1 month	Contact Made	A little Progress Made	Some Progress	A lot of progress	Extensive Progress
27	10/27	3/10	6/10	0	1

Lessons Learned

1) Relationships with organizations matter.

2) Persistence Matters;

3) Introduction to short form, matters.

How Do You Measure Your Work?

Audience interactive Question- Based on your work, which questions are most important to demonstrate the effectiveness of your programs?

1) Did they like it?

2) Can they do it?

3) Are they doing it?

4) How well are they doing it?

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