

# Evaluating Program Outcomes

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# Developmental & Behavioral Pediatrics

- 1) Clinical Services
- 2) Research
- 3) Community Program: Strong Center for Developmental Disabilities (SCDD)



# Strong Center for Developmental Disabilities

University Center of Excellence in Developmental Disabilities (UCEDD) that promotes:

- Independence
- Productivity
- Integration & Inclusion



# New York State Department of Health State Systemic Improvement Plan (SSIP) Project

IFaCT- Improving Family Centeredness Together

*This webinar series is part of the New York State Systemic Improvement Plan (SSIP) aimed to improve family-centeredness in the Early Intervention Program*



# Webinar Series Housekeeping

1. 10 webinars, September 2019 through September 2020
2. Webinars will be recorded and available for viewing through the SCDD website, and on our YouTube channel (PediatricsURMC)
3. To receive a certificate of completion, you must complete the satisfaction survey emailed to you after the webinar
4. Early intervention professionals can earn 1 hour of credit toward their professional development requirements as outlined in the Provider Agreement



# Learning Objectives:

1. Learn the importance of program evaluation
2. Understand the basics of how to conduct a program evaluation
3. Implementing evaluation findings to improve program outcomes

# What is a Program?

- Did the program DO what we SAID it was going to do?



## WHAT IS A PROGRAM EVALUATION?

Adapted from Ann Dozier's PM  
461

## What is Evaluation?

What comes to mind when you hear the word “evaluation”?





# Why Evaluate Your Program?

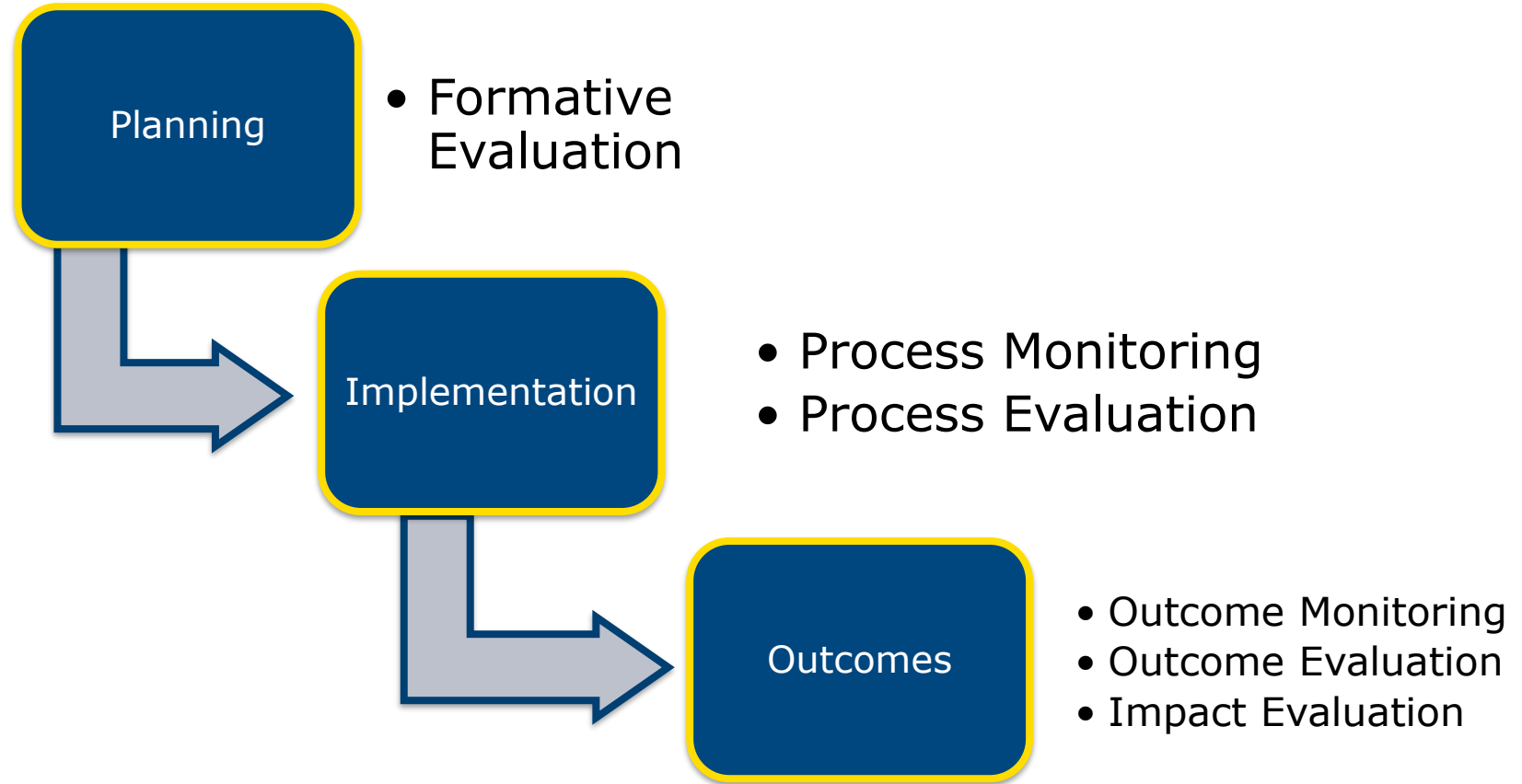
- Any ideas?
- Demonstrate Effectiveness.
- Improve a program or service.
- Understand the value to participants.
- Gain confidence in your program.

# Why Evaluate a Program?

- Verify if the program is really running as originally planned
- Understand, verify, or enhance the outcomes of the program
- Identify strengths, weaknesses, and areas for program improvement
- Evaluation can tell us:



# Evaluation Types



# Process Evaluation

- Compares the actual program with the planned program



# Outcome Evaluation

Outcome Monitoring: Shows actual results

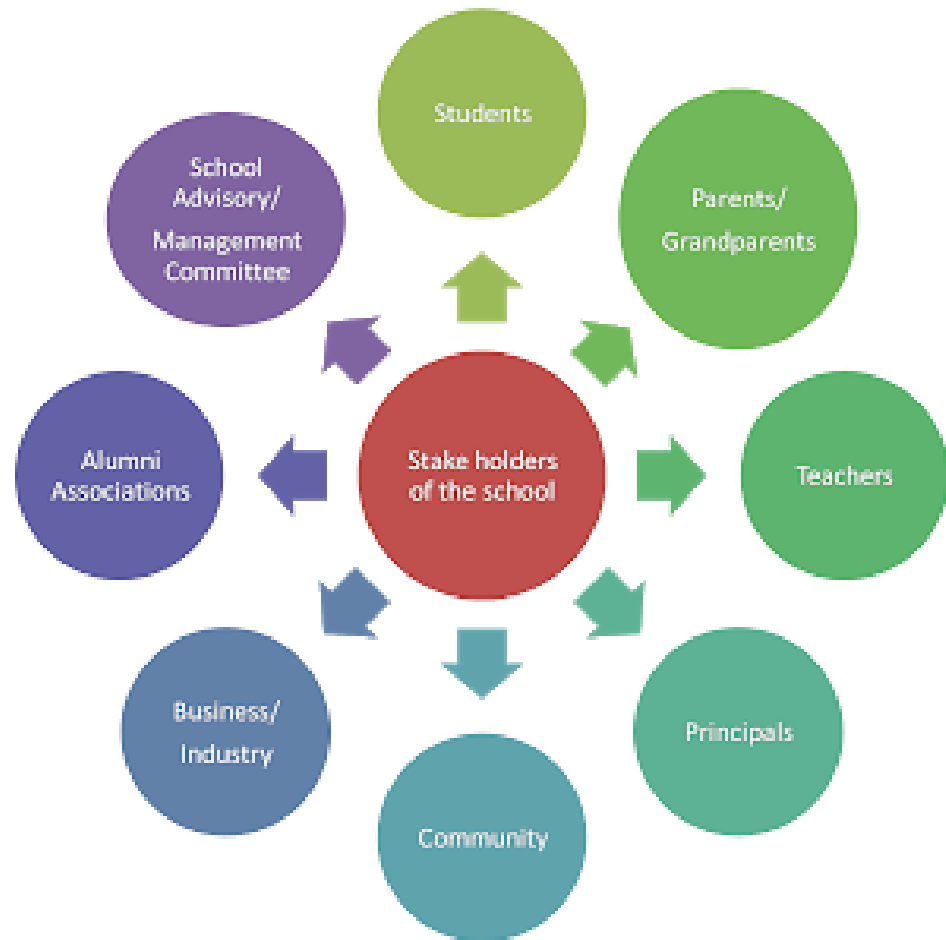


# Developmental Evaluation

Monitoring Development: Helps guide change



# PROGRAM STAKEHOLDERS



# Involving Stakeholders

First, identify your stakeholders.

Then, bring them into the conversations when you...

- Set the program goals & objectives
- Develop an evaluation plan
- Decide HOW to collect and analyze the data
- Important: Setting the recommendations + action plan



# LET'S WRITE GOALS & QUESTIONS

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# How Do We Answer the Questions?

It's important to pick the best FEASIBLE option(s) to answer the question(s).

Some examples of methods to use are: surveys, interviews, observations, focus groups, analyzing materials (e.g., class coursework).

Let's pick one of your questions and think about how we could choose a method to answer it.

# Choosing Methods

**QUALITATIVE**

**QUANTITATIVE**

**Interviews**

**Focus  
Groups**

**Surveys**

**Analyzing  
Documents**

**Observations**

**Assessment  
Measures**

# Writing Survey Questions

Keep the question specific to one question!

- E.g., **“I feel confident providing EI services to children with autism and working with their families”**

Use Likert scales to make your job easier.

- E.g., Strongly Agree, Agree, Disagree, Strongly Disagree
- E.g., Poor, Fair, Good, Excellent
- Keep the questions in the same direction to make the analysis easier.

Use accessible language, simple is better!

- “I feel confident providing EI services to children with autism” vs. “My self-efficacy in service provision with children with autism in EI is high”

Closed-ended vs. open-ended questions.

Finish with “anything else you would like to add?” or “do you have any additional comments?”

# Observations

- Excellent way to see how a program impacts day to day activity.
- How do you take observational notes?
- The benefits of shorthand.
- Keep the notes in ONE space!
  - Type them up as quickly as you can & secure them.
- Consider writing a memo shortly afterwards.

# Collecting the Data

Things to consider...

- WHO is responsible for collecting the data?
- HOW will it be collected? (on paper, on the computer, audio recorded..)
- WHERE will it be stored?

# You have the data... What's next?

- Time to analyze the data!



DATA



KNOWLEDGE



ACTION

# Presenting the Program Evaluation Findings

- WHO you will be sharing the data/information with?
- Ensure the findings are accessible to others (e.g., language & visuals)
- You can share the findings through a presentation, conversation, or through a report (brief or formal)
- You could even share it with the families!

## DATA VISUALIZATION





# Taking ACTION!

- After reviewing results, develop recommendations for improvement or an action plan.
- When do you do this?
- How do you do this?
  - Ensure that you choose actionable recommendations (e.g., newsletters for families to address communication barriers)
  - IF they are actionable, set a timeframe for when they will happen, and who will be responsible (e.g., **quarterly** newsletter)

# Barriers to Evaluation

- Too hard
- No time
- No money
- We know we are doing a good job
- No one reads the reports anyway
- Poor planning
- Mandated
- Threatening
- Unrealistic targets or goals
- Objectives not linked to program
- Not meaningful to the project
- Vague
- Measures are poorly defined or not useful

# Overcoming Evaluation Barriers

- Establish appropriate type of evaluation
- Provide training
- Build into existing work processes/use/adapt existing methods/tools
- Build in feedback loops to program (quality improvement)
- Include an **evaluation plan** during the project planning phase
- Make it useful to program/agency not just to meet funder requirements
- Establish realistic goals/objectives and time frames and link to program activities
- Involve **key stakeholders** from outset

# Webinar Evaluation!

We want your feedback\*

<https://www.surveymonkey.com/r/FXDCDDB>



**\*Complete the online evaluation in order to receive a certificate of completion**



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