



KANSAS HEALTH INSTITUTE

Designing Low-Resource Program Evaluations

Kansas Nonprofit Forum

Hello!

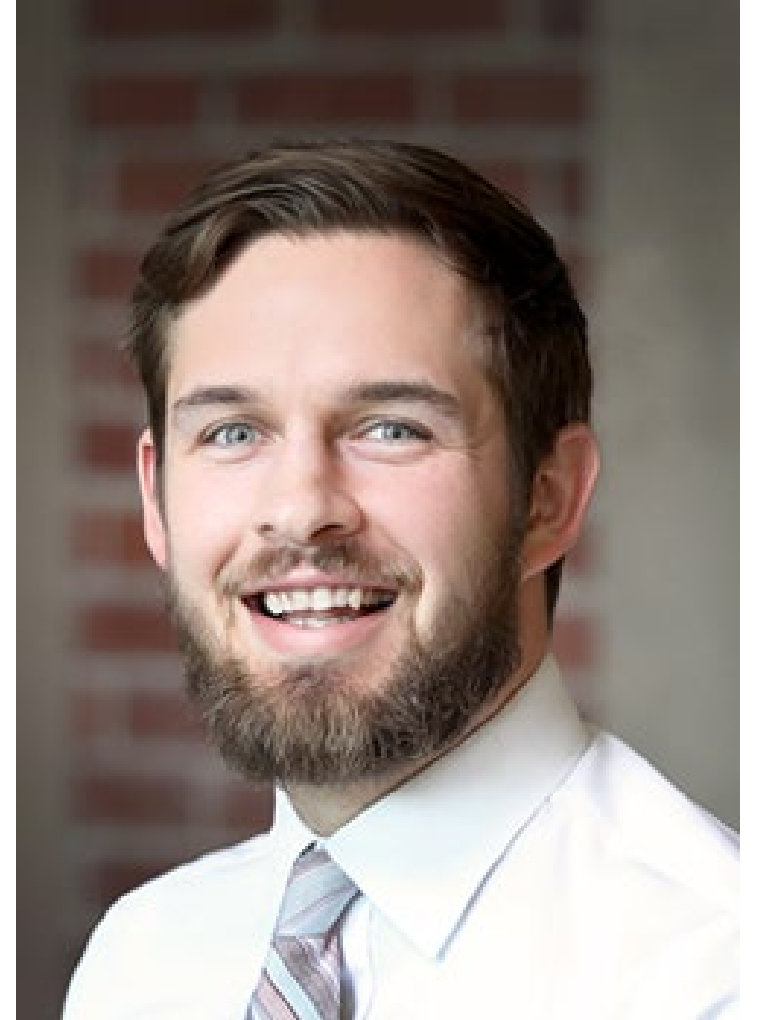
Wyatt J. Beckman, M.P.H.

Senior Analyst

Kansas Health Institute

Email: wbeckman@khi.org

Phone: (785) 233-5443



*In chat, share what you think when
you hear “evaluation.”*



What is Evaluation?



*How do we know
it's working?*

*How do we make
it better?*



Why is evaluation worth it?

Benefits can include:

1. Program Improvement

- Determine successes and areas for improvement. Guide program growth and evolution.

2. Funding and Sustainability

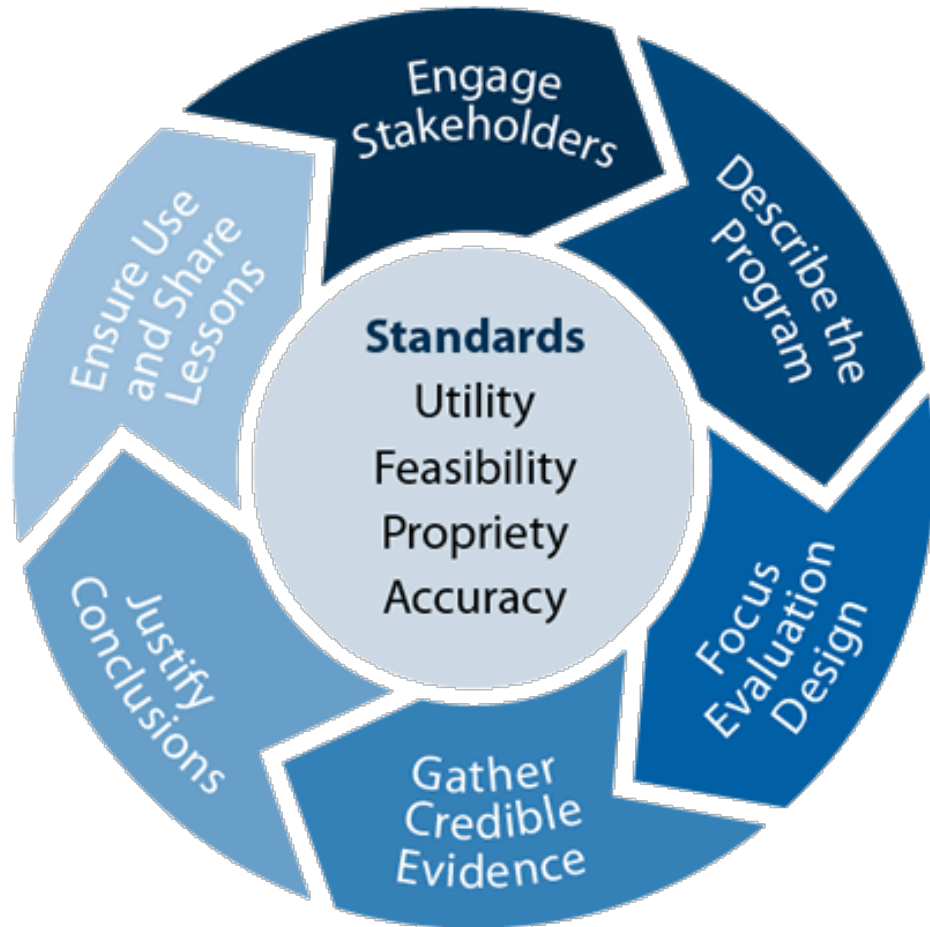
- Demonstrate outcomes to potential funders and other partners.

3. Stakeholder Engagement

- Share impact to support community buy-in and engagement.



CDC Program Evaluation Framework



- We can't evaluate what we can't describe.
- Match the design to your needs and context.
- Make it an ongoing activity.

Learn More: <https://www.cdc.gov/evaluation/framework/index.htm>



Simplified Evaluation Gameplan



Program Description



Questions & Indicators



Ensuring Use



Program Description

Key Elements:

- Inputs and resources: What you put into your program
- Activities: Actions to implement the program
- Outcomes: Anticipated results of implemented activities



Questions & Indicators

Evaluation Question:

- What question will the evaluation focus on answering?

Indicator:

- What information would provide specific evidence to answer the evaluation question?

Source & Method:

- How will the information for that indicator be gathered?

Evaluation Question:

- Is the program reaching the priority population?

Indicator:

- Number of individuals participating in the program, grouped by age.

Source & Method:

- Program participant logs and annual participant survey



Ensuring Use

Audience

- Who needs to hear the results of the evaluation?

Format

- What format would be most appropriate for the audience?

Channel & Setting

- What channel or setting would be most effective?

Example:

We will share the results of our evaluation in a **brief presentation** with **board leadership** at our quarterly board meeting.



Five Final Tips

**Start
simple.**

**Use what
you have.**

**Don't collect
data you aren't
going to use.**

**Make it a
part of "the
work."**

**Know your
audience.**



THANK YOU!

Any Questions?



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212 SW 8th Avenue | Topeka, KS | 785.233.5443