



# Planning your Evaluation with 7 Questions

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But first...

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**What's on YOUR minds?**

(in other words, why did you attend  
THIS presentation?)



# Empowerment evaluation: Background

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CDC made two decisions to respond to the research gap that existed for sexual violence prevention programs:

- 1) Focus on small # of existing programs
  - “research-based” approaches do not get adopted in practice settings
  - might reduce “discovery to delivery” delay
  
- 2) Use of empowerment evaluation
  - needed to be sustainable, low-cost, and adaptable to complex circumstances



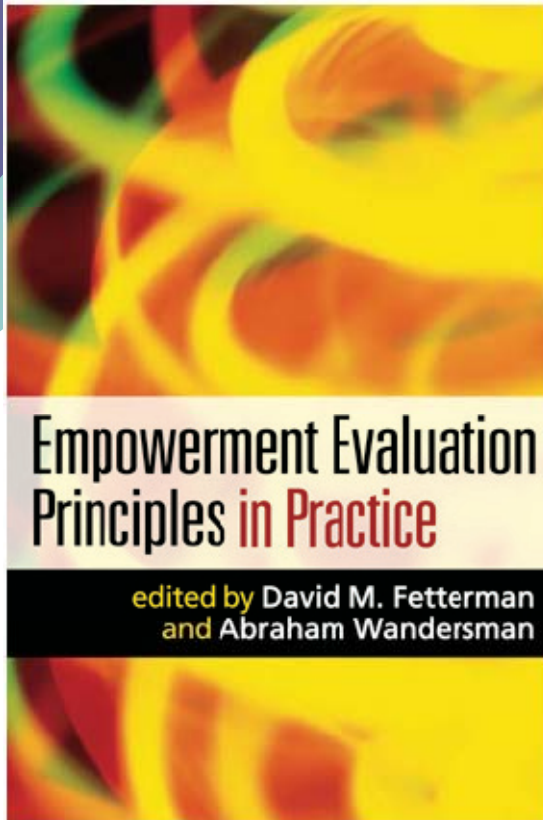
# Definition of empowerment evaluation

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- **EE is the use of evaluation concepts, techniques, and findings to foster improvement and self-determination.**
- Expanded definition: An evaluation approach that aims to increase the probability of achieving program success by (1) providing program stakeholders with tools for assessing the planning, implementation, and self-evaluation of their program, and (2) mainstreaming evaluation as part of the planning and management of the program/organization.

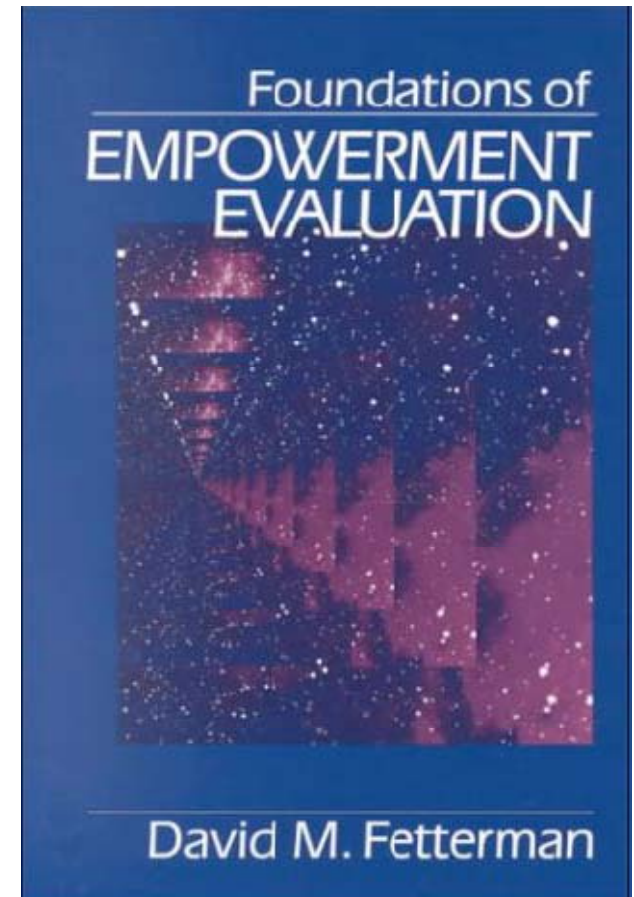
# Dr. David Fetterman Stanford University, 1994

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Developed by David Fetterman at Stanford University in 1994 as a three step approach

Wandersman and others developed a 10 step approach called 'Getting to Outcomes'





# Benefits of EE so far...

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- It is contributing to our knowledge of “what works”
- It is building evaluation capacity in the organizations that use it
- Indeed it dramatically reduces the “discovery to delivery delay”
- It helps organizations to develop key additional capacities they need to be effective in prevention work

# The 10 Principles of empowerment evaluation

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- 1. Improvement:** A key aim is to improve people, programs, organizations and communities and to help them achieve results.
- 2. Community ownership:** Program stakeholders, with the assistance of evaluators, take responsibility for designing and conducting the evaluation and putting the findings to use.
- 3. Inclusion:** Participants, staff from all levels of a program or organization, funders, and community members are invited to participate.

## EE principles (cont.)

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- 4. Democratic participation:** Active participation by all in shared decision making is valued; processes are based on deliberation, action and authentic collaboration.
- 5. Social justice:** High value placed on addressing the larger social good of practices and programs and achieving a more equitable society. Seen as a means to help people address inequities through capacity building.
- 6. Community knowledge:** Community-based knowledge, information and experience is respected and used to make decisions, understand the local context and interpret results.

## EE principles (cont.)

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- 7. Evidence-based strategies:** Value placed on providing empirical justifications for action and drawing on other evidence-based strategies that have worked. However, they need to be adapted to the local environment, culture and conditions.
- 8. Capacity-building:** Program staff and participants learn how to conduct their own evaluations. All people and organizations are seen as capable of conducting evaluations when provided with the appropriate tools and conditions.

## EE principles (cont.)

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- 9. Organizational learning:** EE helps create a community of learners. Continually reflecting on and evaluating programs and organizations makes groups or organizations more responsive to changes and challenges. Evaluation results are used to guide improvement.
  
- 10. Accountability:** Individuals and organizations are held accountable for commitments made. Funders are held accountable concerning their expectations. A commitment is made to results-based interventions and continuous improvement.



# Roles of the professional evaluator

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- Facilitator, critical friend, coach, teacher and evaluation expert
- Supports the purpose of the program, wants it to succeed (ie; not impartial)
- Helps participants clarify their theories of change and develop a rigorous and organized approach to evaluation



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# The 7 Questions of Eval Planning




# Get together & Ask yourselves...

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- 1) What do we want to know?
- 2) What kinds of information will give us those answers?  
(Holly will also talk more on this one next!)

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- 3) From whom/where/how/when can we get that information?
  - 4) What tools do we need to find or create beforehand to get the information we want?

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- 5) Once we have this information, what will we count as “good”?
  - 6) What are we going to do to/with the information in order to make sense of it?

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- 7) How are we going to use our findings to improve our program?



# The basic PROCESS evaluation question:

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Are we implementing our program  
HOW we intended to?

- HOW = approach & quality



The basic **OUTCOME** evaluation  
question:

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Are we seeing the **EFFECTS** we  
intended from our program?

# Evaluation Plan Worksheet

<b>Focus</b> -which program or aspect? -process or outcome eval?					
<b>1. Questions</b> What do you want to know?	<b>2. Indicators-Evidence</b> How will we know it?	<b>3. Data Collection</b>			
		<b>SOURCES</b> Where can we get this information?	<b>METHODS</b> How will we gather the information?	<b>SAMPLE</b> Who specifically will we ask?	<b>TIMING</b> When should we gather this information?
1.	1. a b c				
2.	2. a b				
3.	3. a b c				

**4. INSTRUMENTATION:**

What tools do we need to gather this and how will we find or create them?

**5. STANDARDS:**

What will we consider as "good"?

**6. ANALYSIS / INTERPRETATION:**

How will we make sense of the information?

**7. APPLY:**

How will we communicate & use our findings?



## So, thinking about YOUR program...

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- Talk in pairs
- Half of room do Process focus
- Half of room do Outcome focus
- 10 minutes (5 minutes each person)



# Questions & Discussion

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Thank you!