

## Handout #3: The Evaluation Procedure

From: McKenzie, J.F., and Smeltzer, J.L. (2001). *Planning, Implementing, and Evaluating Health Promotion Programs: A Primer*. 3rd Ed. Allyn and Bacon: Boston, MA, 274–275.

### Planning

- Review the program goals and objectives.
- Meet with the stakeholders to determine what general questions should be answered.
- See if you have the resources you need to conduct the evaluation; budget for additional costs.
- Hire an evaluator, if needed.
- Develop the evaluation design.
- Decide which evaluation instruments will be used and, if needed, who will develop them.
- Find out if the evaluation questions reflect the goals and objectives of the program.
- Decide if you want to include the questions of other groups, such as program administrators, facilitators, planners, participants, and funders.
- Decide when the evaluation will be conducted; develop a timeline.

### Data Collection

- Decide how the information will be collected (e.g., surveys, records and documents, telephone interviews, personal interviews, observation).
- Decide who will collect the data.
- Plan and conduct a pilot test.
- Review the results of the pilot test to refine the data collection tool and the data collection procedures.
- Decide who will be included in the evaluation (e.g., all program participants or a random sample of participants).
- Conduct the data collection.

### Data Analysis

- Decide how the data will be analyzed.
- Decide who will analyze the data.
- Conduct the analysis. Allow for several interpretations of the data.

### Reporting

- Find out who will receive the results.
- Decide who will report the findings.
- Find out how and in what form the results will be disseminated.
- Discuss how the findings of your evaluation will affect the program.
- Decide when the results of impact, outcome, or summative evaluation will be made available.
- Disseminate the findings.

### Application

- Determine how the results can be implemented.