

# 1.01 Evaluation 101

NHS-R workshop no. 4 | February 2019



**Midlands and Lancashire**  
Commissioning Support Unit

# What is evaluation?

Evaluation is a systematic approach to establish whether, why and how something is working (or not)

The “something” could be any programme, intervention, innovation of interest

An evaluation has to be specifically designed to address the questions being asked and the nature of the intervention being evaluated

# Why do an evaluation?

To demonstrate that an intervention has been a success—or, equally importantly, did not achieve what was planned

*Also ...*

How does it compare to alternatives?

Will it work somewhere else?

Did it work in the way we thought it would?

What made it work?

*And ...*

Evaluation as a public good

# What do you want to learn?

Do you want to **prove** that your intervention has worked  
or ...

Do you want to understand how your programme is evolving,  
making changes, fixing problems, and **improving** as as you  
go?

**Summative** evaluation is intended to “prove”

Carried out at the end of a programme

To sum up if goals have been achieved/how benefits compare to costs

Useful if the intervention/environment are not changing over the analysed period

Used to inform whether to expand, continue or end a program

**Formative** evaluation is intended to “improve”

Carried out during early implementation—to identify how best to modify/improve services

Can identify if improvements are being realised on an ongoing basis

Useful if programme is not fully developed/expected to evolve

Mainly used when new interventions are being tested

# Qual. v. Quant.

**Qualitative** studies explore the complexity of **social phenomena** by gathering data on experience, meaning and social reality (from the perspective of the study participants) and interpreting it using social science theories.

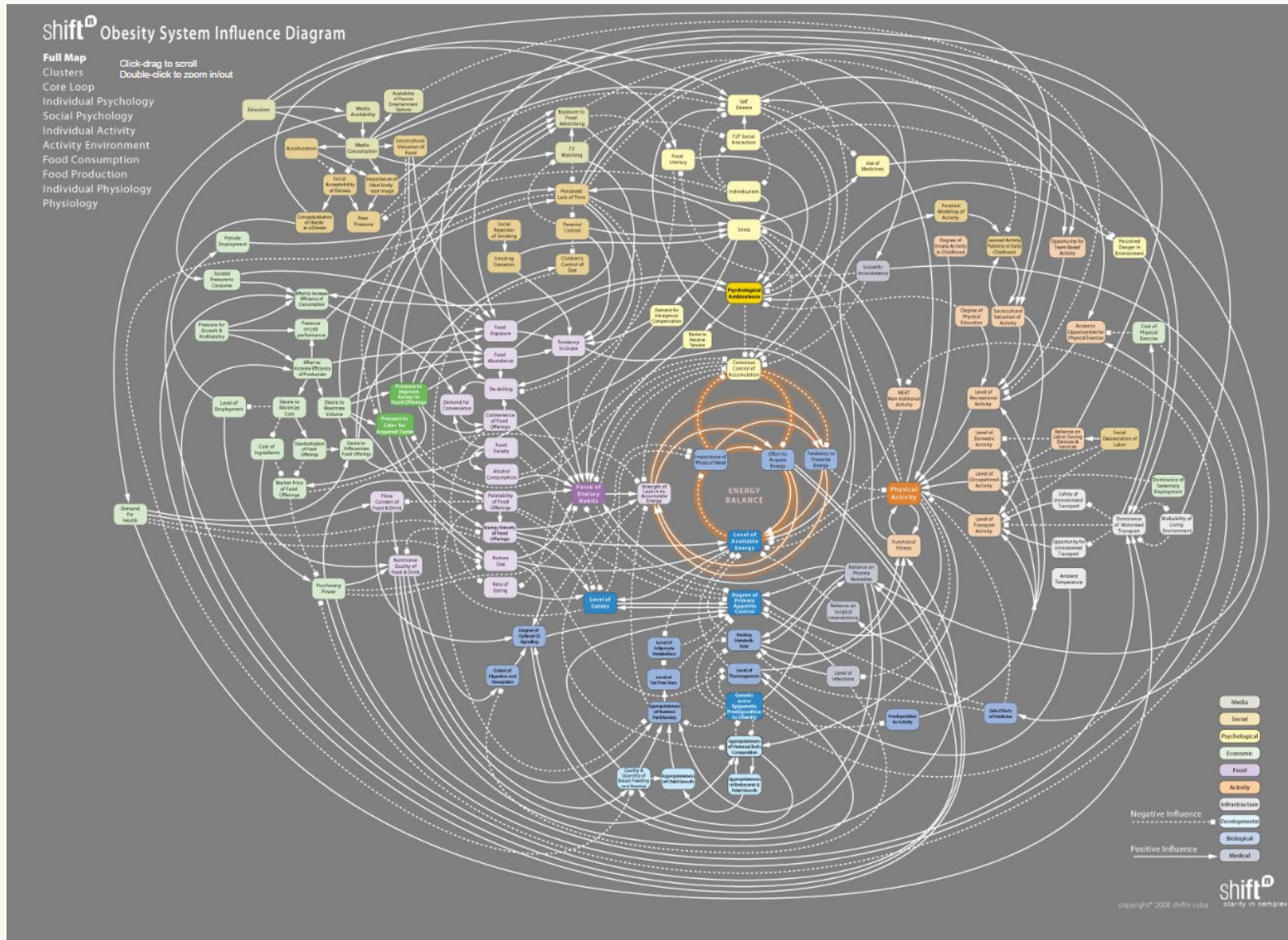
**Quantitative** studies systematically investigate **observable phenomena** by gathering quantifiable data and analysing it through statistical, mathematical or computational techniques.

We've seen a lot of programmes that have felt like this...





but, being more specific has to be balanced with being coherent!



# Logic models

## Broader contextual factors

The economy is recovering from recession; insofar as poor economic conditions increase the incidence of PND the problem will grow. Public services are being cut, reducing support elsewhere; the NHS is also re-organising

## Rationale for Intervention

PND can be a debilitating condition. Depending upon the extremity of the condition, sufferers may struggle to cope with every day tasks and the quality of their relationships with their baby and other family members can suffer. PND has been shown to respond very well to treatment and psychosocial and psychological interventions have also been shown to be effective. There are few services providing this type of support, so Acacia provides a befriending service to women and their families experiencing PND.

### Inputs

#### Cash Funding:

- NHS BEN
- Sutton New Hall Ward Advisory Board
- Four Oaks Advisory Board
- Acacia voluntary funding

#### In-Kind Contributions:

- Volunteer time
- Venues given at reduced cost / for free
- Trustee time

### Activities

Provide community-based services directly to women and families affected by PND

Recruit and train volunteers to provide services e.g.: providing accredited training; yearly training courses and pastoral support

Engage with health professionals / other services to raise awareness and increase referrals

### Short-term Outcomes

#### Beneficiaries:

- Increased awareness of PND / support

#### Volunteers:

- Improved satisfaction
- Increased understanding of PND and knowledge of techniques to support beneficiaries

#### Health professionals / services:

- Increased understanding of PND / referrals to Acacia services

### Medium-term Outcomes

#### Beneficiaries:

- Improved mental health
- Increased ability to cope
- Improved family relationships

#### Volunteers:

- Improved skills
- Progress onto other training

#### Health professionals / services:

- Reduced use of restorative health services
- Improved ability to diagnose / treat PND

### Long-term Impacts

Reduced mental health problems and better functioning families

Improved outcomes for children: reduced behavioural problems improved educational attainment

Increased supply of labour to address PND

More appropriate service response - better value for money for the NHS

# The most appropriate method will depend on:

- The nature of the intervention
- The nature of the desired outcome
- Types of data available
- Stakeholders/audience
- Resources