

Evaluation

Quick Start Resource

This resource is intended to provide key references and tools for planning and implementing program and/or project evaluations. Nonfederal Web site addresses are provided for informational purposes only, and this listing is not exhaustive nor implies CDC endorsement of these programs.

Where can I find general help with evaluation?

- **Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide**
<http://www.cdc.gov/eval/evalguide.pdf>
Written in user-friendly language and suitable for both evaluators and program staff, the guide is organized around the six steps of the CDC Evaluation Framework. It includes cross-cutting case examples, helpful graphics, and worksheets for each step.
- **An Evaluation Framework for Community Health Programs**
<http://www.cdc.gov/eval/evalcbph.pdf>
This version of the CDC framework was developed to provide a practical tool for engaging community stakeholders in program evaluation activities. This document explains evaluation to people who live and work in communities.
- **W.K. Kellogg Foundation Evaluation Handbook**
<http://www.wkkf.org/pubs/Tools/Evaluation/Pub770.pdf>
This book provides a framework for thinking about evaluation and outlines a blueprint for designing and conducting evaluations, either independently or with the support of an external evaluator/consultant.
- **Basic Guide to Program Evaluation**
http://www.managementhelp.org/evaluatn/fnl_eval.htm
A guide for planning and implementing an evaluation process for for-profit or nonprofit programs that discusses the various types of evaluations that can be applied to programs, (i.e. goals-based, process-based, outcomes-based)

Where can I find help on evaluation of physical activity programs?

- **CDC Physical Activity Evaluation Handbook**
<http://www.cdc.gov/nccdphp/dnpa/physical/handbook/index.htm>
This resource outlines the six basic steps of program evaluation and illustrates each step with physical activity program examples.
- **Program Evaluation: Measuring the Impact of Active Aging Programs**
http://www.prevent.org/images/stories/Files/publications/CCFAA_evaluation.pdf
This publication offers a step-by-step approach to evaluation that communities can apply to their own programs.

What are some specific tools to help me get started?

Planning:

- **Goals and Objectives Checklist**
<http://www.cdc.gov/healthyyouth/evaluation/pdf/goals.pdf>
A planning worksheet to outline the goals and specific direction of a program.
- **The Community Toolbox- Toolkit-Evaluating the Initiative**
http://ctb.ku.edu/tools/en/chapter_1036.htm
http://ctb.ku.edu/tools/tk/en/tools_tk_12.jsp and
http://ctb.ku.edu/tools/tk/en/tools_tk_content_page_254.jsp
This resource provides the framework and supportive information for developing an evaluation of a community program or initiative. Also, provides a step-by-step narrative outline for each stage of the evaluation process. Developed at the University of Kansas.
- **User's Guide to Evaluation for National Service Programs**
<http://www.projectstar.org/star/Generic/usersguide.htm>
This resource provides a user-friendly format that educates, as well as provides tools, in a step-by-step sequence. It covers planning as well as instrument development, data collection, data analysis, and reporting. Developed by Project Star.

Data Collection, Analysis, and Reporting:

- **Evaluation Publications**
<http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>
This page lists several evaluation publications including: fifteen practical, easy-to-use guides on topics such as planning, designing questionnaires, and conducting focus groups as well as other helpful tools and information. Developed by the University of Wisconsin-Cooperative Extension.
- **Outcome Measurement Resource Network**
<http://national.unitedway.org/outcomes/resources/> and
<http://national.unitedway.org/files/pdf/mobilization/MMNL1No9.pdf>
The Resource Network offers information, downloadable documents, and links to resources related to the identification and measurement of program- and community-level outcomes. Provided by United Way of America.
- **Analyzing, Interpreting and Reporting Basic Research Results**
<http://www.managementhelp.org/research/analyze.htm>
This site provides basic considerations that should be taken in gathering, interpreting and reporting data. Written by Carter McNamara, PhD

How are others integrating evaluation into in their programs?

- **CDC Physical Activity Evaluation Handbook**
<http://www.cdc.gov/nccdphp/dnpa/physical/handbook/index.htm>
Appendix 6 provides three case studies for evaluation, includes questions, indicators and data sources.
- **Program Evaluation: Measuring the Impact of Active Aging Programs**
http://www.prevent.org/images/stories/Files/publications/CCFAA_case_studies.pdf
This report, intended for program planners, describes four communities' efforts to promote active aging and suggests tips for success.
- **Hearts N' Parks**
http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/ and
http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/cm_perf.pdf
A program that aims to help local community, park, and recreation agencies promote heart-healthy lifestyle and changes (such as increased physical activity and heart-healthy eating. First link (main page) illustrates how results are reported. Second link, provides the community mobilization guide which includes the assessment tools used to measure program performance. Developed by the National Heart, Lung, and Blood Institute and the National Recreation and Park Association.

Selected additional evaluation resources/organizations:

- **CDC Evaluation Working Group**

<http://www.cdc.gov/eval/> and
<http://www.cdc.gov/eval/resources.htm#manuals>

This site is CDC's resource bank for evaluation and provides a thorough discussion of CDC's framework as well as the steps to be conducted within the framework. Second link provides manuals, tools, and resources from other organizations.

- **American Evaluation Association**

<http://www.eval.org/>

An international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation.

- **RE-AIM**

<http://www.re-aim.org/>

A systematic framework intended to guide researchers, practitioners, and policy makers to evaluate health behavior interventions.