



Evaluation Questions

Evaluation Learning Series

Topic #3

Evaluation Learning Series

Topics in the Series

The Importance of Engaging Stakeholders

How to Create a Program Description

Evaluation Questions

Evaluation Design & Indicators

Connecting the Dots: Methods and Analysis

Writing and Dissemination

Agenda

- Developing Evaluation Questions
- Types of Evaluations
- Types of Evaluation Questions
- CDC Evaluation Framework Standards

Developing Evaluation Questions

CDC Evaluation Framework

- Step 1: Stakeholders
- Step 2: Program Description
- Step 3: Determine which oral health program or aspects of your program you will evaluate
 - Develop evaluation questions



Evaluation Question Development



- How do you typically develop evaluation questions for your oral health program?

Ways to Develop Evaluation Questions



- Engage stakeholders
- Use logic model

Source: U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation. Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention, 2011.

Evaluation Question Checklist

Checklist for Assessing Your Evaluation Questions

Created by CDC's National Asthma Control Program
2013

The success of an evaluation lies in appropriately focusing the overarching evaluation questions. Once you have drafted a set of potential evaluation questions, apply the criteria below to each question. Reviewing the questions may help you to identify the ones that are most likely to provide useful information. Although no set of criteria can be universally applicable, this checklist should be helpful regardless of the purpose of your evaluation.

Does the evaluation question meet this criterion?	YES	NO	Does not meet criterion but merits inclusion because...
Q1.			
1. Stakeholder engagement			
A. Diverse stakeholders, including those who can act on evaluation findings and those who will be affected by such actions (e.g., clients, staff), were engaged in developing the question.			
B. The stakeholders are committed to answering the question through an evaluation process and using the results.			
2. Appropriate fit			
A. The question is congruent with the program's theory of change.			
B. The question can be explicitly linked to program goals and objectives.			
C. The program's values are reflected in the question.			
D. The question is appropriate for the program's stage of development.			
3. Relevance			
A. The question clearly reflects the stated purpose of the evaluation.			
B. Answering the question will provide information that will be useful to at least one stakeholder.			
C. Evaluation is the best way to answer this question, rather than some other (non-evaluative) process.			
4. Feasibility			
A. It is possible to obtain an answer to the question ethically and successfully.			Unless an acceptable option can be found, eliminate this question.

Source: Centers for Disease Control and Prevention National Asthma Control Program. (2013). [Good evaluation questions: A checklist to help focus your evaluation.](#)

Types of Evaluations

Types of Evaluations

Type of Evaluation	Description
Process Evaluation	Document whether a program has been implemented as intended—and why or why not?
Outcome Evaluation	Document whether a program was successful at affecting the intended health outcomes.
Formative Evaluation	Gain insight into the nature of the problem to “formulate” a program or intervention to address it.

Source: U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation. Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention, 2011.

Other Types of Evaluations

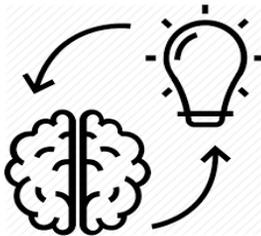
Type of Evaluation	Description
Efficiency	Are your program's activities being produced with minimal use of resources such as budget and staff time? What is the volume of outputs produced by the resources devoted to your program?
Cost-effectiveness	Does the value or benefit of your program's outcomes exceed the cost of producing them?
Attribution	Can the outcomes be related to your program, as opposed to other things going on at the same time?

Source: U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation. Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention, 2011.

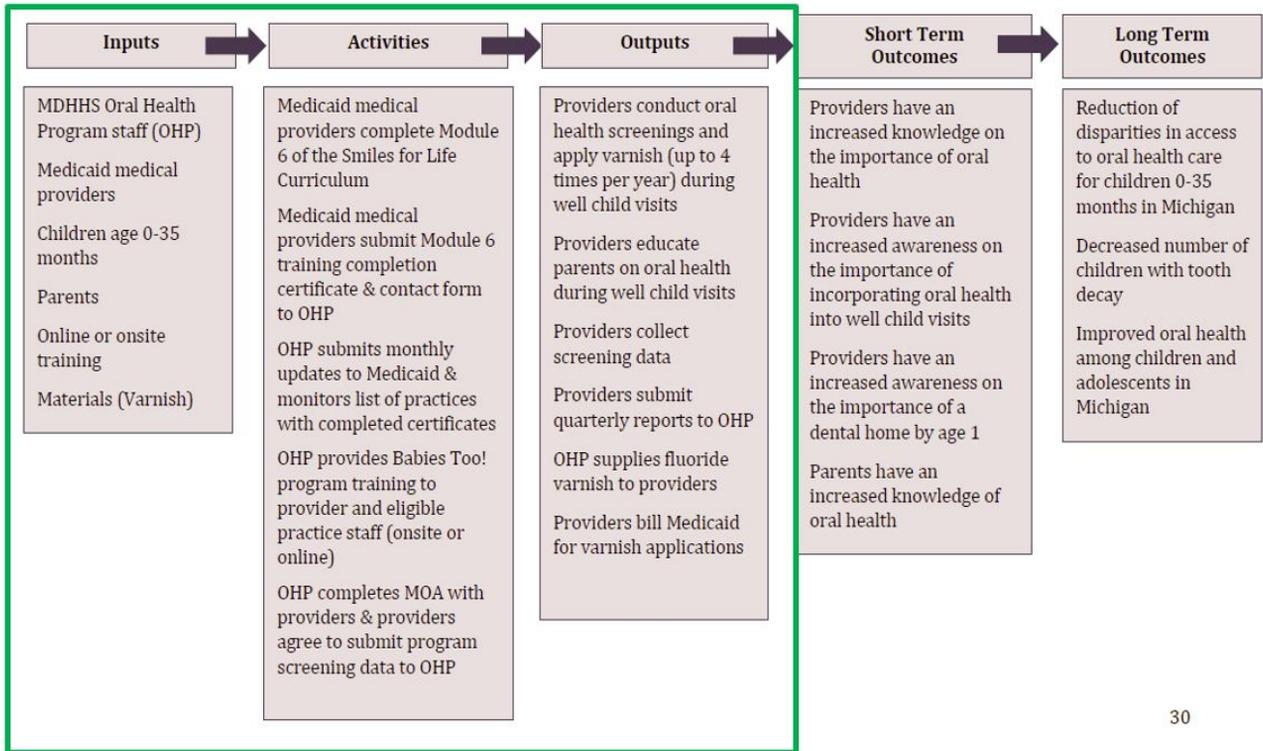
Types of Evaluation Questions

Process Questions (1)

- Ask the questions: Was the program executed as intended? Why or why not?
- Identify causes of program performance
- **Assess initial and ongoing project activities**



Process Questions (2)



Discussion

- What types of questions could you develop to conduct a process evaluation of this program?



Process Questions (3)

Use process questions to assess:

- Why certain activities did not happen as intended
- Target population
 - Age
 - Location
 - Race/ethnicity
 - Income level

Example Questions

Was the target population reached as intended?

Are community members satisfied that the program met local needs?

Process Questions (4)

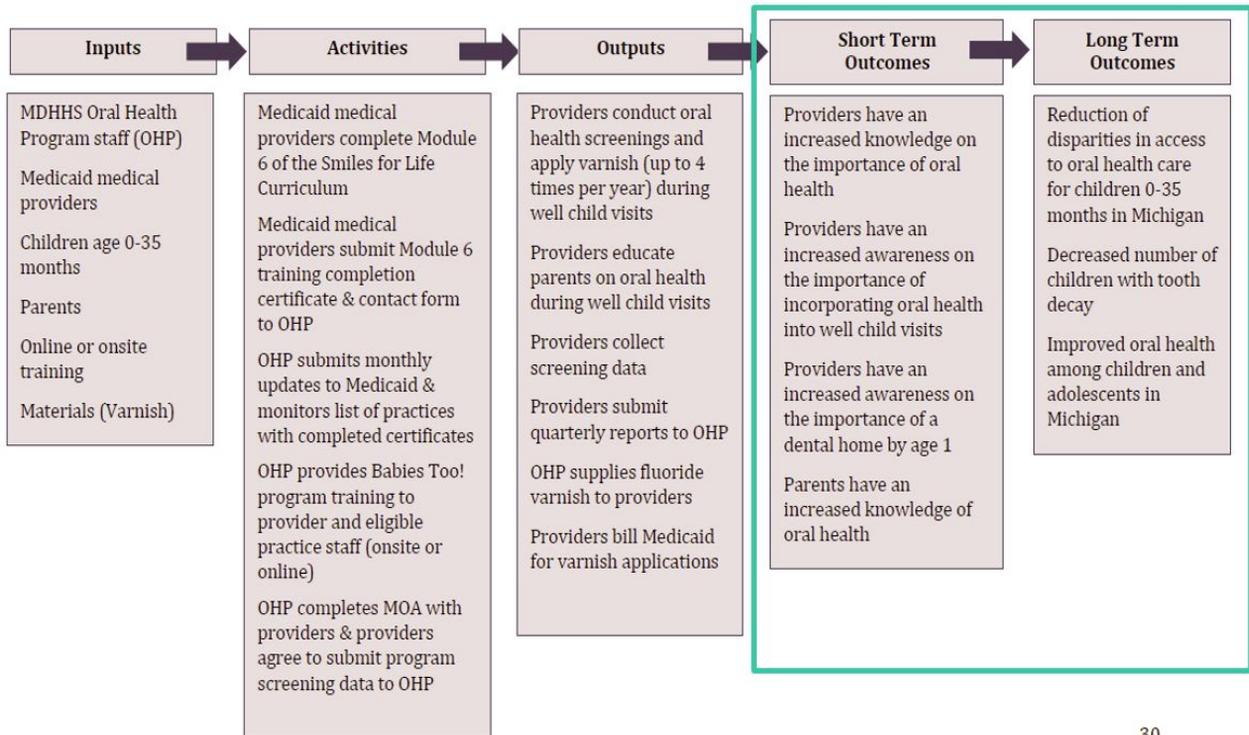
- Number of people receiving services
- Quality of services
- Staffing
- Number of trainings/meetings/activities
- Program participation
 - Example: Why do participants enter and leave the program?

Outcome Questions (1)

- Ask the question: Is your state oral health program accomplishing the goals it intended to achieve?
- Measure the impact of your program
- Important for **program improvement** and **program maintenance**



Outcome Questions (2)



Outcome Questions (3)

Use outcome questions to assess:

- Changes in attitudes/beliefs
- Changes in risk
- Changes in the environment
- Changes in trends in morbidity and mortality
- Quality and success of a project in achieving goals
- Influence of other factors

Writing Better Evaluation Questions (1)

- **Question 1:** Does the Oral Health Coalition maintain an active and diverse group of stakeholders?
- **Problem:** Double-barreled question
- **Solution:** Is the Oral Health Coalition comprised of diverse stakeholders?

Writing Better Evaluation Questions (2)

- **Question 2:** Is there evidence that the Oral Health Surveillance System is accomplishing goals set by the Oral Health Surveillance Plan?
- **Problem:** Too broad
- **Solution:** Has the Oral Health Surveillance System met the five key goals identified in the Oral Health Surveillance Plan?

Writing Better Evaluation Questions (3)

- **Question 3:** Does the Sealant Program adequately train and increase the knowledge of providers to provide sealants?
- **Problem:** Categories are not mutually exclusive
- **Solution:** Did knowledge of sealants increase among providers after completing the Sealant Program training?

Writing Better Evaluation Questions (4)

- **Question 4:** Is there evidence that community water systems within the state are expanding?
- **Problem:** Too broad
- **Solution:** Did the proportion of people served by community water systems who receive optimally fluoridated water within the state increase?

CDC Evaluation Framework Standards

Evaluation Questions and the Four Standards (1)

1. Utility

- What is the purpose of the evaluation?
- Who will use the evaluation results and how will they use them?
- What special needs of any other stakeholders must be addressed?

2. Feasibility

- What is the stage of development?
- How measurable are the components in the proposed focus?

Evaluation Questions and the Four Standards (2)

3. Propriety

- Will the focus and design adequately detect any unintended consequences?
- Will the focus and design include the experience of those who are affected by the program?



Evaluation Questions and the Four Standards (3)

4. Accuracy

- Is the focus broad enough to detect success or failure of the program?
- Is the design the right one to respond to the questions that are being asked by stakeholders?



Resources

- Centers for Disease Control and Prevention National Asthma Control Program. (2013). Good evaluation questions: A checklist to help focus your evaluation.
- Preskill H, Jones N. A practical guide for engaging stakeholders in developing evaluation questions. Princeton, NJ: Robert Wood Johnson Foundation; 2009.
- Wingate, Lori & Schroeter, Daniela. (2015). Evaluation Questions Checklist. 10.13140/RG.2.1.2698.4404.



End of Topic #3: Evaluation Questions

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC.