



KANSAS HEALTH INSTITUTE

Leveraging Data & Designing Evaluations with No Time or Money

Nonprofit Capacity Building Learning Collaborative

Hello!

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Who We Are



- Nonprofit, nonpartisan educational organization based in Topeka.
- Established in 1995 with a multi-year grant by the Kansas Health Foundation.
- Committed to convening meaningful conversations around tough topics related to health.



I have bad news.



KANSAS HEALTH INSTITUTE

Informing Policy. Improving Health.

Evaluation isn't free.

It's worth it.



What is Evaluation?



*How do we know
it's working?*

*How do we make
it better?*



CDC Program Evaluation Framework



- We can't evaluate what we can't describe.
- Match the design to your needs and context.
- Make it an ongoing activity.

Learn More: <https://www.cdc.gov/evaluation/framework/index.htm>



Let's build a foundation for your evaluation.

Program Evaluation Planning Worksheet

Purpose: The purpose of this worksheet is to help you plan feasible and meaningful efforts for your work. It will help you identify core elements of a program evaluation for your non-profit.

Background: This resource was developed by Wyatt Beckman at the Kansas Health Institute for the [Sunflower Foundation](#) Nonprofit Capacity Building Learning Collaborative. The worksheet is based on information from [Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide*](#), a resource from the Centers for Disease control and Prevention (CDC).

The [Kansas Health Institute](#) is a nonprofit, nonpartisan educational organization based in Topeka, Kansas.



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Program Description

Program Description	
Program Goal and Purpose:	
Resources & Inputs:	
Activities <i>What will the program and its staff actually do to accomplish the goal?</i>	Outcomes <i>What changes do we hope will be the result of completing the program activities?</i>
1)	1)



Program Description - Example

Program Description	
Program Goal and Purpose: Decrease hunger in our community by collecting and distributing non-perishable food to families in need.	
Resources & Inputs: Two staff members full time, community donations, local community grant, food pantry storefront.	
Activities	Outcomes
1) Weekly food pickup event at the local churches.	1) Decreased food insecurity/hunger among individuals in our community.



Evaluation Components

Evaluation Components		
Overall Evaluation Purpose:		
Evaluation Question <i>What question will the evaluation focus on answering?</i>	Indicators <i>What would provide specific evidence for determining the success of that activity or outcome?</i>	Source & Method <i>How will we gather or obtain the information for that indicator?</i>
1)	1)	1)



Evaluation Components - Example

Evaluation Components		
Overall Evaluation Purpose: Describe and improve our current program operations and inform program expansion.		
Evaluation Question	Indicators	Source & Method
1) What populations are being reached by our weekly food distribution pickup event at the local churches?	1) The average number of individuals picking up food at each pickup site, organized by demographics	1) Program distribution logs & event staff notes.



Communicating Results

Ensuring Use & Communicating Results		
Goals for Communicating Results:		
Audience <i>Who needs to hear the results of the evaluation?</i>	Format <i>What format would be most appropriate for that audience?</i>	Channel <i>What channel or setting would be most effective?</i>
1)	1)	1)



Communicating Results - Example

Goals for Communicating Results: Inform board members and leadership team decision making. Facilitate community engagement with organization.

Audience	Format	Channel
1) Our organization's leadership board.	1) Brief 10 slide presentation.	1) Quarterly board meeting.



Five Final Tips

**Start
simple.**

**Use what
you have.**

**Don't collect
data you aren't
going to use.**

**Make it a
part of "the
work."**

**Know your
audience.**



THANK YOU!

Any Questions?



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