

Leveraging Data & Designing Evaluations with No Time or Money

Nonprofit Capacity Building Learning Collaborative



Hello!

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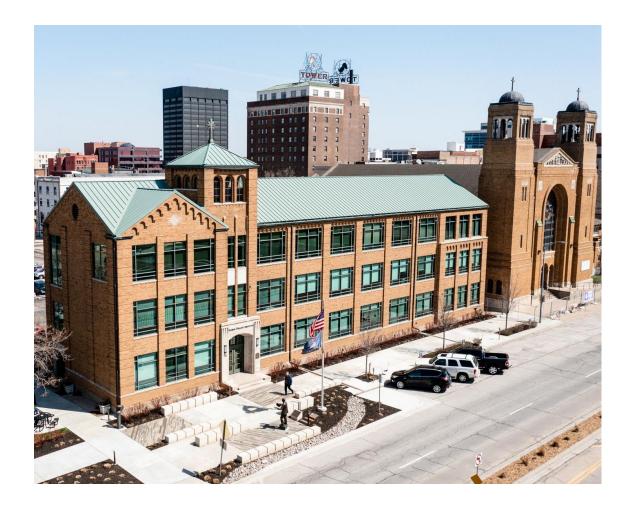
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Who We Are



- 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.



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 <u>Sunflower</u> <u>Foundation</u> Nonprofit Capacity Building Learning Collaborative. The worksheet is based on information from <u>Introduction</u> to <u>Program Evaluation for Public Health Programs: A Self-Study Guide</u>*, 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 What will the program and its staff actually do to accomplish the goal?	Outcomes What changes do we hope will be the result of completing the program activities?	
1)	1)	



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.

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Activities	Outcomes	
1) Weekly food pickup event at	1) Decreased food insecurity/hunger	
the local churches.	among individuals in our community.	



Evaluation Components

Evaluation Components Overall Evaluation Purpose:		



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	1) The average number	1) Program
being reached by our	of individuals picking up	distribution logs &
weekly food distribution	food at each pickup site,	event staff notes.
pickup event at the local	organized by	
churches?	demographics	

Communicating Results

Ensuring Use & Communicating Results Goals for Communicating Results:		
1)	1)	1)

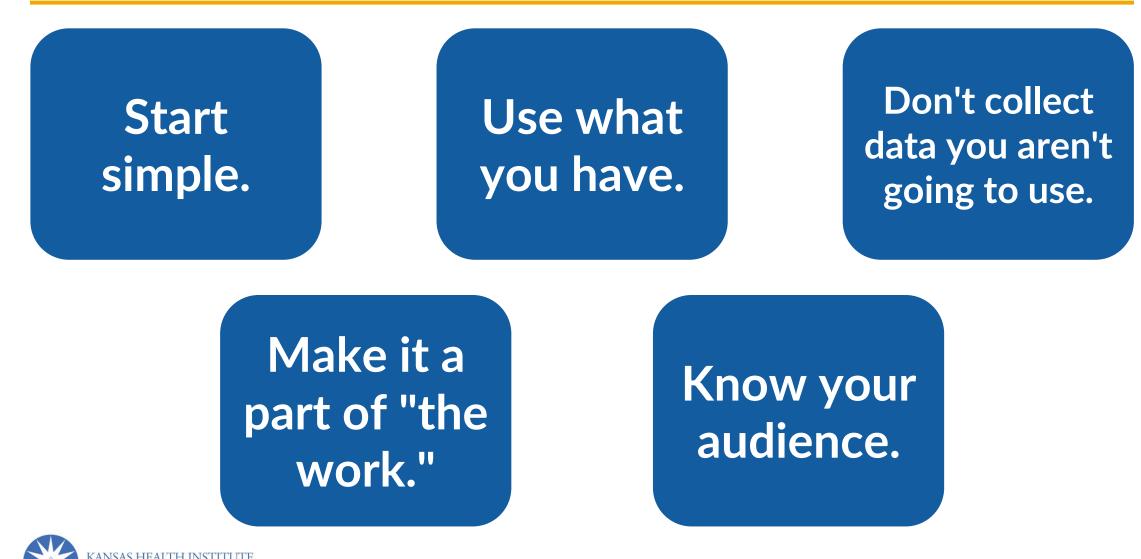


Goals for Communicating Results: Inform board members and leadership team decision making. Facilitate community engagement with organization.

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



Five Final Tips



THANK YOU! Any Questions?



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