

# Contents

<b>Introduction</b> .....	xi
<b>1 Observe &amp; Assess Program Needs</b>	
Observe & Assess Program Needs .....	2
What Is Evaluation? .....	2
Why Do Evaluation? .....	2
What Evaluation Can Do for Your Program .....	5
Assessing Which Type of Evaluation Meets Your Needs .....	7
Users of Evaluation Results .....	9
Roadblocks to Evaluation .....	11
<b>2 Operationalize the Evaluation Plan</b>	
Operationalize the Evaluation Plan .....	16
Select an Evaluation Team .....	17
Review What Your Program Is Targeting .....	18
Define Program Goals and Objectives .....	20
Develop a Conceptual Framework .....	24
Define Methodological Approach for Evaluation .....	26
Select Indicators .....	31
Develop a Data Collection and Analysis Plan .....	31
Plan for Dissemination of Evaluation Results .....	37
<b>3 Obtain Data</b>	
Obtain Data .....	40
Ethical Conduct & Confidentiality .....	40
Qualitative Versus Quantitative Methods .....	42
Qualitative Data Collection Methods .....	43
Quantitative Data Collection Methods .....	46
Basics of Sampling .....	48
Issues of Validity and Reliability .....	52

## **4 Organize & Analyze Data**

Introduction to Data Analysis . . . . .	56
Organize and Prepare Data for Analysis . . . . .	57
Analyze Data . . . . .	59
Interpreting the Results . . . . .	63

## **5 Outputs & Outcomes**

Outputs & Outcomes . . . . .	70
Potential Audiences for Results . . . . .	70
Creating Graphs & Tables . . . . .	70
Ways to Report Your Results . . . . .	74
Interpreting & Using Results . . . . .	80
Planning for Continued Evaluation of the Program. . . . .	81

<b>Bibliography . . . . .</b>	<b>83</b>
-------------------------------	-----------

## **Appendix 1 Data Collection Tools**

In-depth Interviews . . . . .	108
Group Interviews . . . . .	116
Case Studies . . . . .	129
Surveys. . . . .	132
End of Session Questionnaires & Pre/Post Tests. . . . .	140

## **Appendix 2 Worksheets**

Defining the Problem . . . . .	144
Prioritizing Objectives & Indicators . . . . .	146
Developing a Conceptual Framework . . . . .	148
Informed Consent. . . . .	153
Summary Table: Data Sources, Collection and Storage . . . . .	155

<b>Index . . . . .</b>	<b>157</b>
------------------------	------------

Community Health Care's O-Process for Evaluation  
A Participatory Approach for Increasing Sustainability

Fonseca-Becker, F.; Boore, A.L.

2008, XIII, 160 p., Softcover

ISBN: 978-0-387-77376-6