

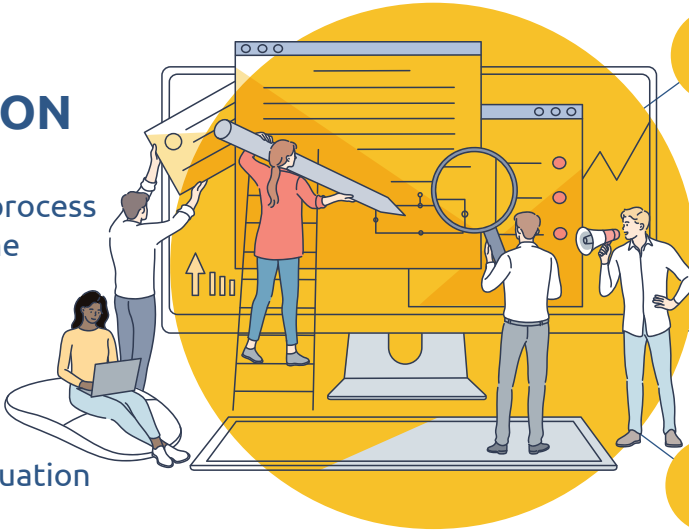
THIS TOOLKIT DEVELOPED BY THE WALES VIOLENCE PREVENTION UNIT SUPPORTS YOU TO EMBED EVALUATION IN YOUR VIOLENCE PREVENTION PROJECT.

Evaluation is important to understand whether your project works.

READ THE FULL TOOLKIT HERE:

WHAT IS EVALUATION

Evaluation is a process that assesses the value, quality and impact of a service, programme, intervention or project. An evaluation allows us to:



Ensure interventions are evidence-based and data-led



Assess whether a programme is progressing according to plan and meeting objectives



Identify merits and failings of a programme, and identify areas for improvement



Inform decision making, including funding, sustainability, scale-up and wider roll-out

TYPES OF EVALUATION

There are many forms of evaluation which can be carried out, each with different goals. The main types are:

PROCESS EVALUATION:

tells us what is working well about the programme and what is not. It should engage all stakeholders to understand the quality and efficiency of programme delivery from a service provider and user perspective.

OUTCOME EVALUATION:

tells us how effective a programme is. It measures the results of an activity to determine the extent to which the objectives are met.

DEFINING YOUR INTERVENTION

In designing an evaluation, it is important to develop a comprehensive understanding of the intervention you are delivering. A logic model will allow you to clearly define the activities of an intervention, and the outcomes you're aiming to achieve, which will inform the objectives of the evaluation.

EVALUATION PLANNING

A clear evaluation plan should be developed at the start of a programme and be guided by the logic model and theory of change. Evaluations need to have:



Specific aims and objectives



Stakeholder involvement



A clear purpose and focus



Ideally, a mixed methods approach



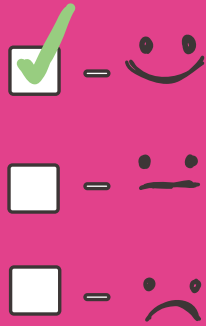
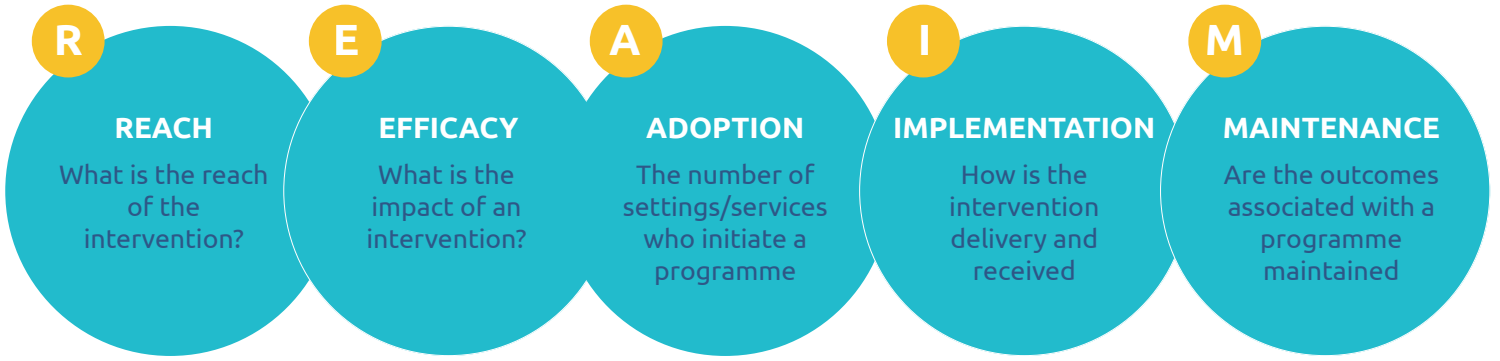
A clear time-frame



Clear reporting deadlines and dissemination plans



Use the Re-Aim to focus your evaluation:



IDENTIFYING OUTCOME MEASURES

To identify outcomes it is imperative that a programme has clear goals that are not too difficult to measure. Choose outcomes that are

- Specific,
- Measurable,
- Achievable,
- Relevant
- Time bound



Data Collection

Consideration of when to collect data, from whom and the analyses this will inform is an important part of an evaluation plan.

For a process evaluation, qualitative data may be collected from a few participants representing different stakeholders via interviews or focus groups.

For outcome evaluation, data may be collected from all participants, or a random selection of participants, prior to and following their involvement in a programme, via surveys.

Routinely collected data may help inform process and outcome evaluation, and allows you to monitor the impact of an intervention over time.

Governance and Ethics

An evaluation plan must consider the ethical implications of implementing an evaluation. It is important to:

Minimise the risk of harm (consider safeguarding needs)



Ensure voluntary and informed consent for evaluation participation



Comply with organisational and legislative governance requirements and data protection policies



Ensure participants are aware of the limits of confidentiality and any exceptional circumstances when confidentiality may be breached



Ensure the evaluation is just and equitable (only collect data that is needed)