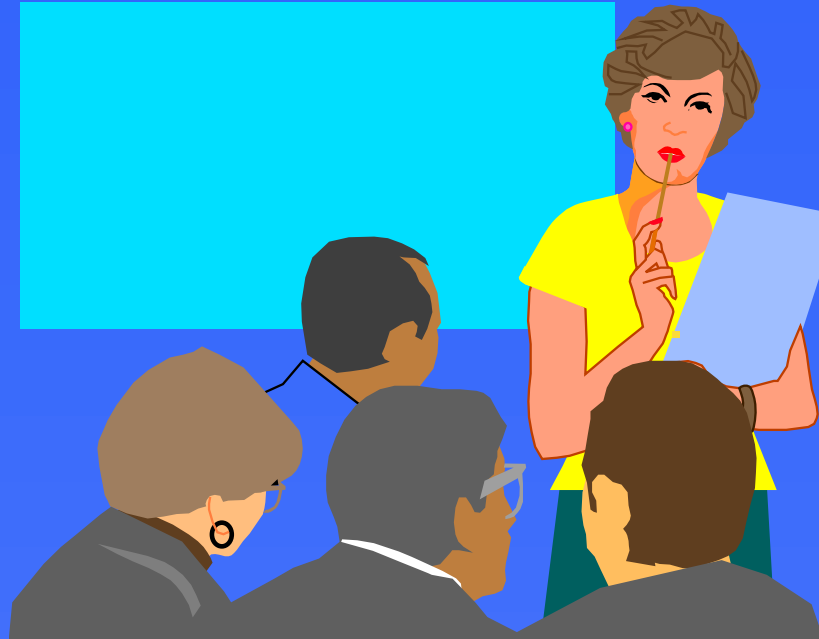


Drug Information and Research Unit



Workshop on Evaluation

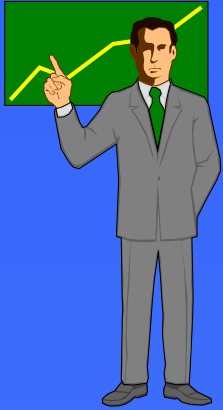
Workshop 1

March 2001

Introductions

- Kieron Moore
 - Drug Information Research Unit
- Sandra McElhinney
 - Drug Information Research Unit
- Eileen Beamish
 - Research and Evaluation Services

Purpose of the Workshop

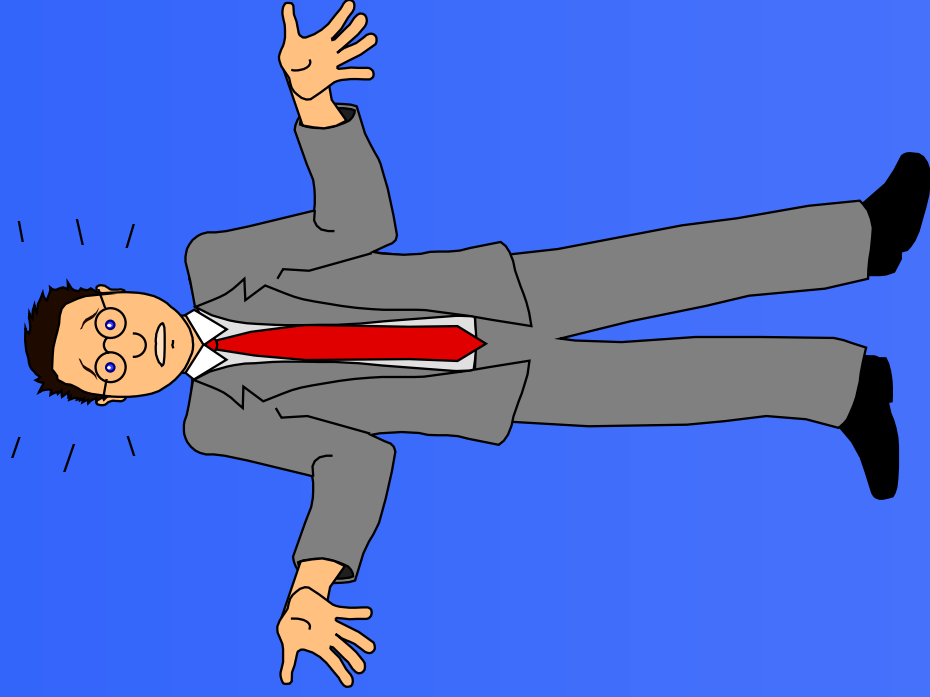


- Provide information on evaluation
- Establish links with projects and DIRU



- Offer opinion on good practice and invite you to incorporate this

Your Key Issue



General Evaluation Principles

Evaluation is...

- A process through which we measure achievement against objectives
- Looks back at what has been done - changes
- Evidence-based
- Continuous
- *Answers questions like....*
- *What works?*
- *What difference did our project make? So what?*
- *What approaches represent good value for money?*
- *What learning can be transferred to other projects?*



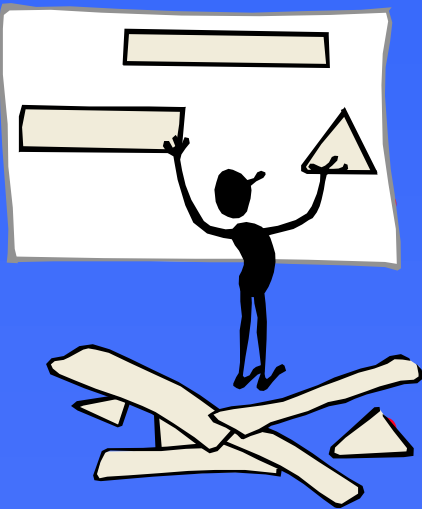
Monitoring is...

- Activity focused
- The act of gathering information to show that activities planned actually took place
- A support to the evaluation process
- *Answers questions like....*
- *Did we do all the things we said we would?*
- *Did they take place on time?*
- *Did we stay within our budget?*



What information do you need for evaluation?

- All kinds of information can contribute potentially

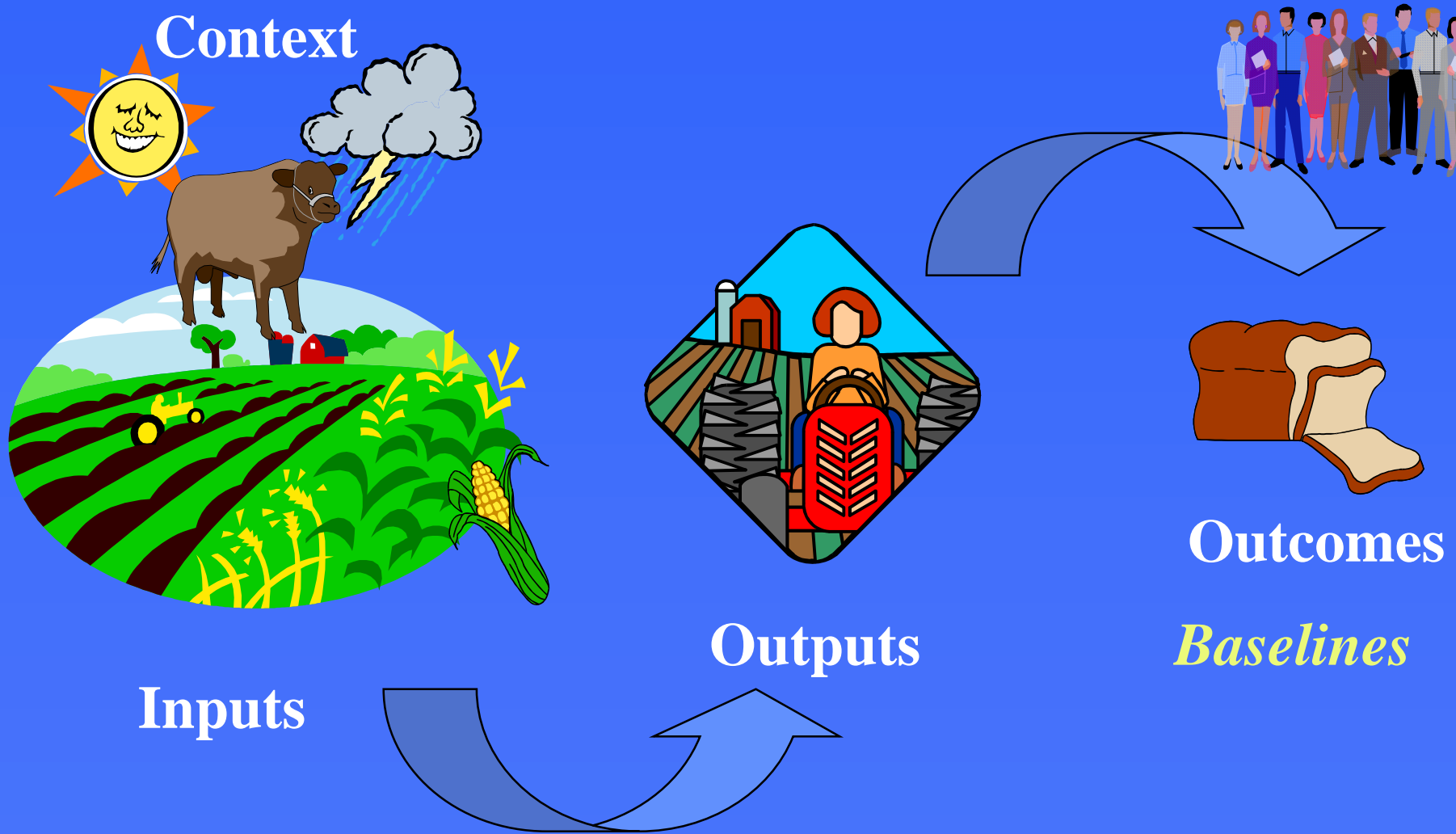


“Relative to.....” is the key!

Important to compare information against:

- baseline information
- targets within the project objectives

Components of Evaluation



Information Building Blocks

Context

Inputs

Outputs

Outcomes

Baselines

Methods for Gathering Data

Quantitative Data

- Surveys
 - Postal, Face-to-face, Telephone
- Tests
- Population data (eg prevalence data)

Methods for Gathering Data

Qualitative Data

- Interviews
 - Face-to-face, Telephone
- Discussion Groups
- Observations

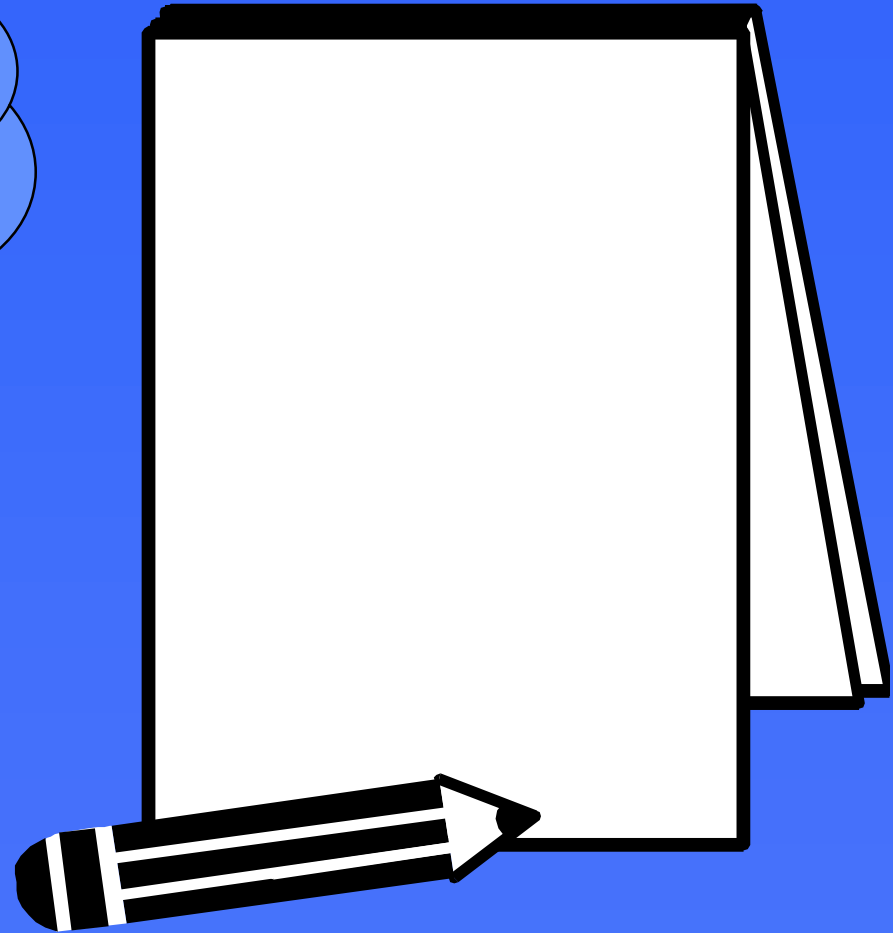
Some Good Practice Principles

- Relevant - relates directly to the objectives/accountability
- Robust - statistically valid, sampling frames and method; consistency / quality standard of interviewing
- Objectivity - questions should not lead the respondent, neutrality, skills and training, professional advice
- Record keeping - Contemporaneous, accurate, comprehensive
- Confidentiality - Protection as required

Balancing Your Evaluation

Flip - Chart Exercise

“What information do you collect?”



Brainstorming Session

What information do you collect from the different groups involved in your project?

Information Building Blocks

Context

Inputs

What went into
the work –
money, resources, etc.

Outputs

What was done,
The product or
Service provided

Outcomes

The result of
the work

Baselines

Inputs

- The number of staff
- The qualification of staff
- The buildings used
- The level of funding

Outputs

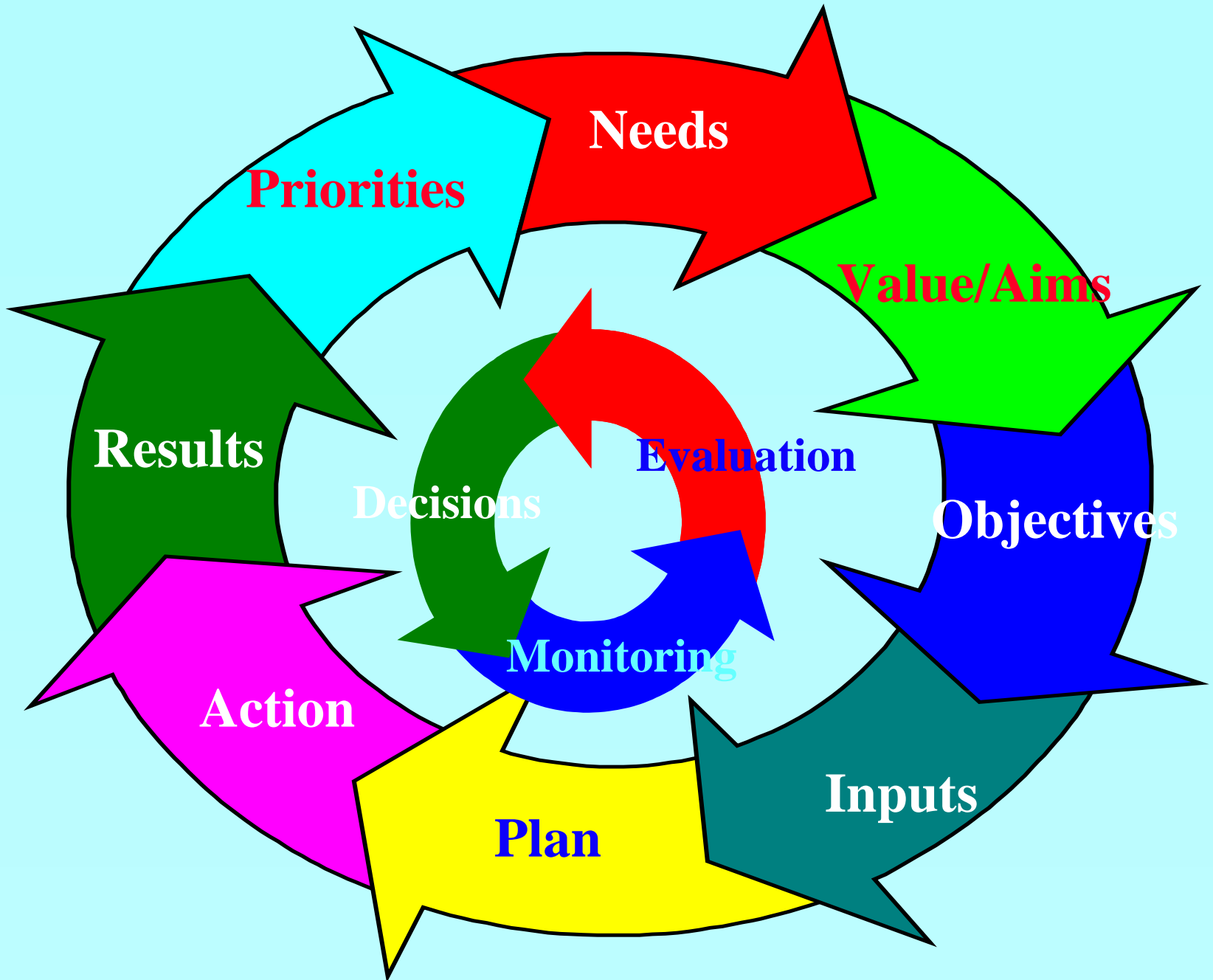
- Number training sessions
- Type of training sessions
- Duration of training session
- Number counselling sessions
- Type of counselling session
- Duration of counselling session
- Number treatment sessions
- Time allocated per staff, client
- Level/ Intensity of treatment
- Number of exchange kits dist.
- Number information packs dist
- Levels of clients reached/lost

Outcomes

- Increase in age of first use
- Decrease in usage.
- Increase in knowledge

Baselines

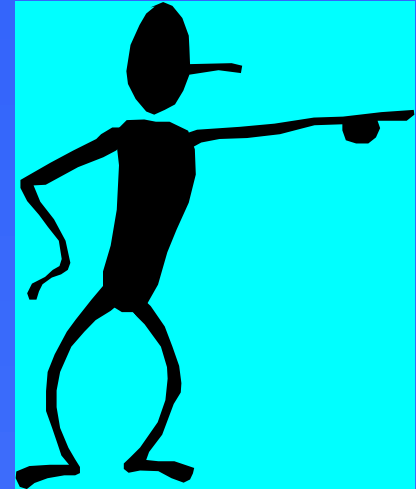
The Cycle of Evaluation



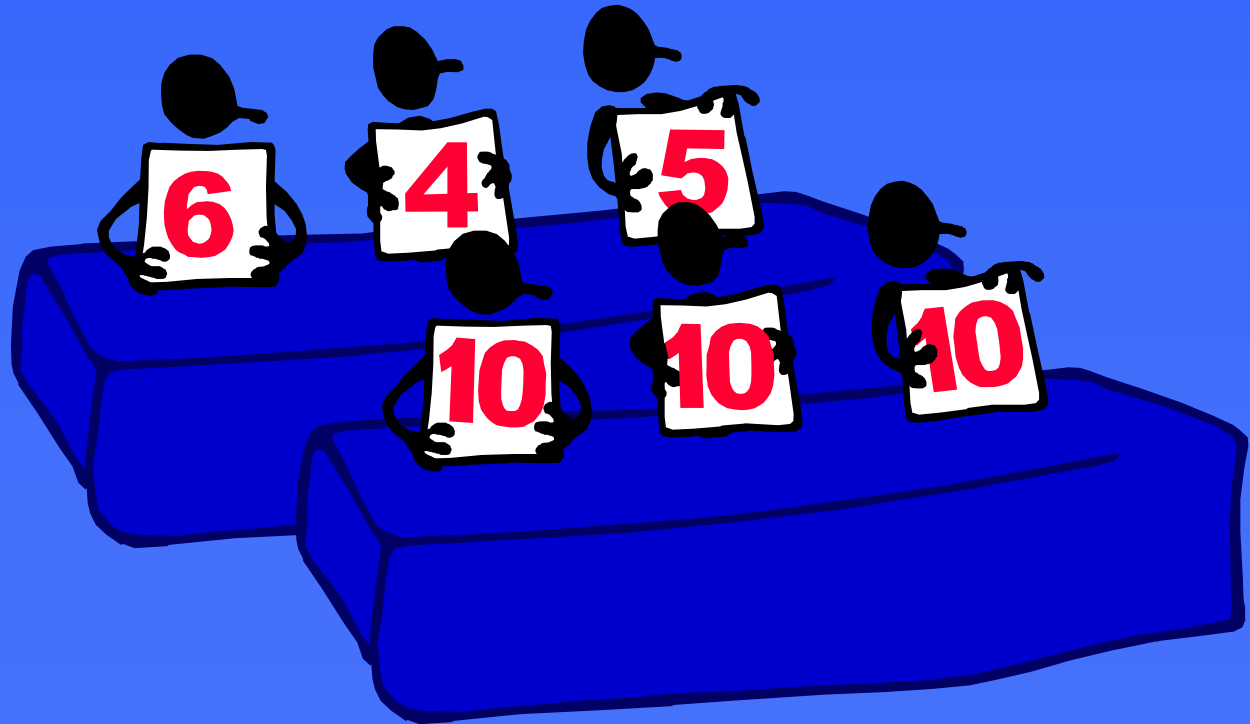
The Way Forward

The Way Forward....

- This is the first step
- Making use of your work pack
- At the next workshop....
 - Tailored evaluation advice
 - More specific appraisal of you own approach
 - What to cover in a “well-rounded” evaluation
 - Self-evaluation and / or external evaluation



Your Evaluation of Us!



Drug Information and Research Unit

Please do not hesitate to
contact us if you
require any further
information:

Sandra McElhinney
(DIRU)

028 905 22333



Outline of Evaluation Format

- Executive summary
 - **of each of the sections**

Outline of Evaluation Format

- Introduction
 - **Background**
 - **Needs / Target Client group(s)**
 - **Baselines**
 - **Structures**
 - **Process**
 - **Context**

Outline of Evaluation Format

- Terms of reference
 - **Boundaries**
 - **Purpose - Learning or for a specific audience**

Outline of Evaluation Format

- Objectives and Outcomes
 - **What they were? SMART**
 - **Individual or cluster?**
 - **What activities in relation to objectives**
 - **Outcomes - balance of sources of evidence - corroboration**
 - **Catalysts**
 - **Constraints**
 - **Good practice principles - literature**

Outline of Evaluation Format

- Financial Information
 - **Direct income (fund awarded & raised)**
 - **Investments in kind (monetary value of volunteer input)**
 - **Expenditure profile**
 - **Break down into phases if appropriate**

Outline of Evaluation Format

- Wider Issues
 - **Other issues which have emerged / learning**
 - **Within terms of reference? Treatment**

Outline of Evaluation Format

- Overall conclusions
 - **Overall achievement against objectives**
 - **Context**
 - **Value for money**
 - **Learning**

Outline of Evaluation Format

- Action Plan
 - **Based on learning**
 - **Short term / medium / long term**
 - **Who, what, when, how? Cost?**
 - **Refined objectives? Timescales? Resources?**

Outline of Evaluation Format

- Exit Strategy
 - **Potential for sustainability - evidence**
 - **Plans for sensitive, phased exit**