METHODS FOR EVALUATING YOUR COALITION OR PARTNERSHIP

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CoalitionsWork™
### Evaluation Plan

<table>
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<th>Objective:</th>
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<td>Question</td>
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- Design (Pre-post, time series, case study)
- Objectives & Questions
- Methods (qualitative and/or quantitative)
- Data Sources
- Outcomes/Measures
- Major tasks, responsible persons & timeline
Your Evaluation Focus Should Guide Your Choice of Methods

- Coalition
- Strategies & activities
- Outcomes
- Members & participants
- Coalition impact
- Influencing factors
Go Back to Your Questions

- Are we meeting members’ needs?
- Do work groups function well?
- Which strategies are effective?
- Are we accomplishing goals & objectives?
- Are we reaching our priority audiences?
- Are we influencing policies & practices?
- Are we building community capacity?
- Could we improve? Do we make a difference?
- What unintended outcomes are occurring?
A Dozen Data Collection Methods

1. Survey - mailed, electronic, in-person, phone
2. Interviews - in-person, phone, focus group
3. Group Assessment - forum, Delphi technique, Nominal Group Process
4. Observation - use trained interviewers
5. Case Study - multiple data sources & methods
6. Formal Review - by peers, panel, experts, review committee
7. Portfolio Review - work samples to rate quality & scope
8. Document Review - content analysis to assess & summarize
9. Testimonials - responses/reactions by key participants
10. Tests - standard measures of knowledge, skill, performance, physiology
11. Photographs/videos - visual images & stories
12. Diaries/Journals/Logs - chronological records; personal views
Selecting Methods

- What’s practical? Mix quantitative & qualitative methods.
- What methods will you use if more data is needed?
- Are methods acceptable to potential respondents?
- Who has skills to use methods? Is training required?
<table>
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<tr>
<th>Data Sources</th>
<th>Description</th>
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| **Existing Data** | √ Coalition Documents (Reports, newsletters, minutes, rosters)  
 √ Existing databases  
 √ Business records or websites |
| **People** | √ Coalition members  
 √ Partners or participants  
 √ General public  
 √ Key informants (funders, officials) |
| **Other** | √ Actual events, activities, practices  
 √ Before/after pictures (photovoice)  
 √ Maps, charts |
Instruments & Tools

Search the Literature

- Coalition Effectiveness Inventory (CEI)
- Meeting Effectiveness Inventory (MEI)
- Teamwork surveys
- Collaboration & Inclusivity Checklists
- Member Satisfaction Surveys
- Member & Leader Interviews
Levels of Coalition Evaluation

• **LEVEL 3**: Outcome - Change in policies, systems & environments

• **LEVEL 2**: Impact - coalition strategies

• **LEVEL 1**: Process - coalition effectiveness
Coalition Evaluation Measures

Level 1. Infrastructure, function & process

- Member representation
- Member skills/experience
- Recruitment
- Participation
- Costs/benefits
- Role clarity
- Satisfaction
- Commitment
- Organizational culture
- Sense of ownership
- Communication

- Expectations
- Perceived effectiveness
- Leadership
- Staff performance
- Organizational structure
- Planning products/quality
- Task focus
- Decision making
- Conflict Resolution
- Group relationships
- Resources
Sample Short-term Outcomes

• # of coalition meetings in past year
• # members from priority population attending training
• # staff certified in communication/media training
• Level of satisfaction of coalition members
• # hours contributed by volunteers
Coalition Evaluation Measures

Level 2. Strategies

Implementation
Media coverage
New or modified services & programs
Community actions taken
New or modified policies & practices
Sample Intermediate Outcomes

- Increased knowledge of health consequences of tobacco use
- Improved cultural awareness of priority population
- Increased self-efficacy about not using tobacco
- Improved skill in advocacy
- Improved behaviors (e.g., attending cessation classes)
- New policy - point of purchase tobacco sales
- New clinic referral practice
Coalition Evaluation Measures

Level 3. Health status & community change

- Community coalitions
- Community capacity & competence
- Organization viability
- Health status indicators
- Availability
- Access
- Use
- Prevention
- Treatment
Sample Long-term Outcomes

• Sister coalition formed in adjacent community
• Long-term funding obtained by coalition
• Coalition strategy spun off to partner agency
• Decreased initiation of youth tobacco use, increased quit rates, decreased tobacco-related illness
Outcomes - more than numbers!

- **Membership**: # of members not as key as sectors they represent & how they contribute (leader roles, WG activity)
- **Attendance**: # of members attending meetings not as meaningful as whether attendance is consistent
- **Strategies**: # of people reached not as critical as whether they represent intended population & strategies were robust enough to cause change
Free/Low Cost Evaluation Manuals & Websites

• Community Toolbox:  [http://www.ctb.edu](http://www.ctb.edu)

• Empowerment Evaluation Website:  
  [http://www.stanford.edu/empowermentevaluation](http://www.stanford.edu/empowermentevaluation)


• Coalitions Work.  [http://coalitionsworl.com](http://coalitionsworl.com)
Free/Low Cost Evaluation Tools


• Online Evaluation Resource Library: Create surveys, interviews, observation guides: [http://www.oerl.sri.com/](http://www.oerl.sri.com/)

Parting Tips

• Choose methods that match your skills and resources
• Use methods that are appropriate for answering your evaluation questions
• Take advantage of data you already have
• Use & adapt existing tools
• Use measurable, well-defined indicators
• Collect enough data to be reliable without burdening respondents – plan to use data you collect!
References


• CDC. (2011). Developing an Effective Evaluation Plan. Atlanta: CDC, National Center for Chronic Disease Prevention & Health Promotion, Office on Smoking & Health; Div. of Nutrition, Physical Activity & Obesity.

