



# *Program Evaluation for Improved Sustainability*

*Network for a Healthy California*

*December 6, 2011*

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[www.civicpartnerships.org](http://www.civicpartnerships.org)

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# Webinar Housekeeping

- If you need technical assistance at anytime during this presentation, please press “\*0” for an Operator.
- All phone lines are muted. Please use the “chat” function to email questions and comments during the presentation.
- This webinar recording will be available on our website: [www.civicpartnerships.org](http://www.civicpartnerships.org)
- The Power Point presentation, along with two handouts, were emailed just prior to today’s presentation. They’ll also be available on the website.



Part of Public Health Institute

Support organization  
focused on building healthier  
communities and more  
effective organizations

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# Sustainability Assessment Tool & Companion Guide


**Network for a Healthy California - Sustainability Assessment Tool**  
**Preparing for Sustainability Planning**

	Agreement with Statement (Place an "X" in one box per statement)			
	Strongly Agree	Somewhat Agree	Do Not Agree	N/A
1. We have a "coordinator" that helps organize our program sustainability efforts and, if applicable, ensures follow-up on our sustainability planning meetings and activities.				
2. We involve a variety of individuals in our program sustainability planning discussions and meetings, i.e. staff, board and volunteers (if applicable), funders, constituencies, other external stakeholders, and the community at large.				
3. We have identified an outside facilitator to assist with large group or complex/difficult discussions (should the need arise).				
4. We have explicit decision-making processes identified and agreed upon when discussing program sustainability issues (or an overall, agreed upon decision-making process within the organization).				
5. We make an intentional effort to set aside time to have program sustainability planning discussions and/or create a timeline for our program sustainability efforts.				
6. We ensure that all program sustainability planning partners and stakeholders have a clear understanding of all organizational programs and services, as a way of understanding larger contextual issues that may affect program sustainability.				
<b>Totals</b>				

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**Network for a Healthy California**  
**Sustainability Assessment Tool**

## Companion Guide



This document is a companion guide to the Sustainability Assessment Tool. This guide provides resources, tools, and "How Tos" to help you strengthen those items that were marked as "Somewhat Agree" or "Do Not Agree" on the Assessment Tool. The Guide may also provide suggestions for how to further improve the highest marked activities on the Assessment. We do not recommend reading the Guide cover to cover, but reviewing and discussing the sections by priority, based on how you would like to improve your sustainability efforts.

Organizations should not expect to have answered "Strongly Agree" with every item offered on the Sustainability Assessment Tool, and incorporating efforts to improve program sustainability will take time and coordination. Please tailor the suggestions and information in this guide to best fit your program sustainability needs. Good luck and you the best of luck in your future sustainability planning endeavors.

the Center for Civic Partnerships (Center), a center of the Public Health Institute. The Center is a nonprofit organization whose mission is to provide leadership and management support to build stronger communities and more effective organizations.

Funded by USDA SNAP

Funded by USDA SNAP, known in California as CalFresh.  
 California Department of Public Health

# Workshop Objectives

- An understanding of evaluation criteria that speaks specifically to program sustainability.
- A set of strategies for mining data outside your organization/agency.
- A list of next steps for enhancing your program evaluation efforts as it relates to sustainability.

# Sustainability Defined

The continuation of health or quality of life benefits  
in a community.

*Sustainability of the School Readiness programs means that families of children ages 0 – 5 are empowered through school readiness efforts to be comfortable navigating the education system, are aware of and use local resources, and place value on family literacy and the impact it has on the success of their child in school.*

**First Five Yuba  
School Readiness Project 2010**

# Developing Criteria

Impact

Resources  
Needed

Community  
Support

Still a  
Need

# Impact Criteria Examples Evidence-Based

Impact

Resources  
Needed

Community  
Support

Still a Need

- There has been, or soon will be, a measurable improvement in community health.
- This activity has resulted in improvements in health promotion policy.
- There is evidence of increased community capacity to deal with the issues involved with this activity.
- The potential benefits (short and long term) justify the cost of doing the work.

# Resources Needed Examples

Impact

Resources  
Needed

Community  
Support

Still a Need

- We have been able to leverage additional resources (money, services, collaborative expertise, etc.) through this effort.
- It is likely that we will be able to secure additional funding or resources to support this activity.
- We have the capacity to continue this work.

# Community Support Examples

Impact

Resources  
Needed

Community  
Support

Still a Need

- The community supports this effort.
- Key decision-makers support the effort.
- Individuals within the community are able to identify specific accomplishments/activities that we have conducted.

# Still a Need Examples

Impact

Resources  
Needed

Community  
Support

Still a Need

- This efforts helps meet a long-term community goal.
- The issue(s) addressed by this effort is/are still a community need.
- Discontinuing this activity will have a negative impact on the community and/or population served.
- This issue/problem is worth devoting our resources to, relative to other issues/problems in the community.

# What does Sustainability Evaluation look like?

## Original Data

- 6-week, summer early literacy program for low-income/working poor families, ages 3-5
- 35 children
- 42 caregivers
- 17% increase in participation from the previous year
- Caregivers rated the overall program a 3.78 out 4 (with 1 being *Not Satisfied*, and 4 being *Very Satisfied*)

## Sustainability Data

- 72% of low-income families report no access to books (**need**)
- Reading/comprehension scores of low-income children rate an average of 66% lower than other students (**need**)
- 94% of child participants received higher marks in reading, comprehension and vocabulary. (**impact**)
- 87% of adult participants indicated an increased capacity to read/teach other children in the home (**impact**)
- 98% of adult participants said they would like to see the program continue (**buy-in**).

# Sustainability Evaluation Criteria Grid: Early Literacy Example

Scale: 1= DEFINITELY NOT      2= PROBABLY NOT      3= PROBABLY YES      4= DEFINITELY YES				
CRITERIA↓ (Enter agreed upon criteria below)	Project/Activity	Project/Activity	Project/Activity	Project/Activity
<b>TOTALS:</b>				

# Sustainability Evaluation Criteria Grid: Early Literacy Example

Scale: 1= DEFINITELY NOT      2= PROBABLY NOT      3= PROBABLY YES      4= DEFINITELY YES				
CRITERIA↓ (Enter agreed upon criteria below)	Project/Activity	Project/Activity	Project/Activity	Project/Activity
	Summer Early Literacy Program	Book Donation/Exchange	Big Brothers/Big Sisters Reading Mentors Program	Parent Education/Outreach
1. We are filling a niche	4	2	4	3
2. Measurable improvement in reading and comprehension skills (health)	4	3	2	4
3. Consistent with our mission	4	4	4	4
<b>TOTALS:</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>11</b>

# Sustainability Evaluation Criteria Grid: Early Literacy Example

Scale: 1= DEFINITELY NOT      2= PROBABLY NOT      3= PROBABLY YES      4= DEFINITELY YES				
CRITERIA↓ (Enter agreed upon criteria below)	Project/Activity	Project/Activity	Project/Activity	Project/Activity
	Summer Early Literacy Program	Book Donation/Exchange	Big Brothers/Big Sisters Reading Mentors Program	Parent Education/Outreach
1. We are filling a niche (x3)	4 x 3 = 12	2 x 3 = 6	4 x 3 = 12	3 x 3 = 9
2. Measurable improvement in reading and comprehension skills (health) (x2)	4 x 2 = 8	3 x 2 = 6	2 x 2 = 4	4 x 2 = 8
3. Consistent with our mission (x1)	4 x 1 = 4	4 x 1 = 4	4 x 1 = 4	4 x 1 = 4
<b>TOTALS:</b>	<b>24</b>	<b>16</b>	<b>20</b>	<b>21</b>

# Selecting & Prioritizing Evaluation Criteria

- Have we encouraged input and feedback from a broad audience?
- Does the criteria support the mission of our organization? (internal driver)
- Does the criteria align with what we value in our organization? (internal driver)
- Does the criteria measure the intended impact to our beneficiaries? (external driver)
- Does the criteria measure what we're responsible for achieving? (external driver)
- What do other similar efforts in our community evaluate or prioritize in their work?

# Challenges

“My biggest challenge(s) with program evaluation is...?”

# Challenges

- We don't have staff/time/resources to do evaluation
- No money for data collection systems
- Our program is too new; no data yet
- Funder driven; can't use data for anything else
- We don't know what to do with our existing data / We have too much data
- What do we evaluate? Where do we begin?
- How do you determine need?
- How do we capture/incorporate qualitative data?

# Obtaining Data Outside Your Organization

- Trend Data
- Partner Organizations
- Similar ...
  - Organizations/Agencies
  - Program function and structure
  - Geography/Locality
  - Populations served

### What will you want to think about after this presentation?

- Identify who should be a part of your evaluation/sustainability discussions.
- Discuss and agree on evaluation criteria
- Identify data needs and sources
- Start collecting data

# Thank You

Questions?



## Upcoming Webinars

### Facilitating Effective Community Partnerships & Collaboration

December 13<sup>th</sup> at 10:30 AM

### 10-Steps to Program Sustainability Planning

December 20<sup>th</sup> at 10:30 AM

## Sustainability Assessment Tool & Companion Guide

[www.civicpartnerships.org/docs/services/NHC-Sustainability.htm](http://www.civicpartnerships.org/docs/services/NHC-Sustainability.htm)



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