

Recommended Evaluation Resources *(available online)*

Compiled by the Center for Community Health and Evaluation • 206-287-4389 • www.cche.org

Advocacy Evaluation Tools & Resources

Challenge of Assessing Policy and Advocacy Activities: Strategies for a Prospective Evaluation Approach

Prepared for The California Endowment by Blueprint R&D, Inc. www.calendow.org/

An overview of the challenges of evaluating policy change, this report establishes guiding principles for policy change evaluation and makes recommendations for a prospective approach to conducting an evaluation. The recommendations described in Part II of this report include examples of benchmarks/indicators.

The Evaluation Exchange on Advocacy and Policy Change

Harvard Family Research Project <http://www.hfrp.org/>

A periodical produced by the Harvard Family Research Project of the Harvard Graduate School of Education on emerging strategies in evaluation. The Spring 2007 issue focused on the evaluation of advocacy and policy change. Two articles of interest: "Theory & Practice: *What's Different About Evaluating Advocacy and Policy Change?*" and "Evaluations to Watch: *Strategies for Assessing Policy Change Efforts: A Prospective Approach.*"

A Guide to Measuring Advocacy and Policy

Prepared Annie E. Casey Foundation by Organizational Research Services

<http://www.organizationalresearch.com/publications/>

A guide to help grant makers think about and talk about measurement of advocacy and policy – includes directions for evaluation design and examples of measurement tools that are applicable to advocacy and policy work presented in 'A Handbook of Data Collection Tools: Companion to a Guide to Measuring Advocacy and Policy.'

Partnership Self-Assessment Tool

Center for the Advancement of Collaborative Strategies in Health <http://www.cacsh.org/psat.html>

Designed to help partnerships:

- Understand successful collaborative processes
- Assess how well their collaborative process is working;
- Identify specific areas they can focus on to make their collaborative process work better.

Point K Learning Center

Innovation Network www.innonet.org/pointk

Free, practical tools and resources for non-profit planning, evaluation and action. You must register to access the tools and resources, but registration is free. Point K includes interactive tools (e.g., Evaluation Plan, Logic Model, and Evaluation Survey Builders) and many resources specific to evaluating advocacy efforts.

Resources for Evaluating Community Organizing

Alliance for Justice <http://www.afj.org/for-nonprofits-foundations/reco/>

To help raise the profile of community organizing as a critically important change strategy, Alliance for Justice created a toolkit, Resources for Evaluating Community Organizing (RECO). Most of the resources included—case studies, tools and methodologies, and theoretical approaches to evaluation—are broadly available to the public, either through free downloads from the organization's website, or through an e-mail request.

General Evaluation Resources

The Community Toolbox

University of Kansas <http://ctb.ku.edu/en/>

Provided by the Workgroup for Community Health and Development at the University of Kansas, the Toolbox offers more than 7,000 pages of practical guidance in creating change and improvement. Part J (Chapters 36-39) discusses *Evaluating Community Programs and Initiatives*.

Evaluation Toolkit and Handbook

W.K. Kellogg Foundation www.wkcf.org/Pubs/Tools/Evaluation/Pub770.pdf

Targeted at Kellogg Foundation grantees, but designed to be useful for anyone seeking to develop an evaluation, the Toolkit covers getting started, different evaluation approaches, developing evaluation questions, elements of the evaluation plan, budgeting, working with outside evaluators and additional resources. The 116-page Handbook is the expanded version of the Toolkit and focuses on how to design and conduct a project evaluation. It provides a framework for thinking about evaluation as a relevant and useful program tool.

Framework for Program Evaluation in Public Health

Centers for Disease Control and Prevention <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm>

Effective program evaluation is a systematic way to improve and account for public health actions that involves procedures that are useful, feasible, ethical, and accurate. The framework guides public health professionals in their use of program evaluation. It is a practical, non-prescriptive tool, designed to summarize and organize essential elements of program evaluation. The framework comprises steps in program evaluation practice and standards for effective program evaluation. Adhering to the steps and standards of this framework will allow an understanding of each program's context and will improve how program evaluations are conceived and conducted.

Logic Model Development Guide

W.K. Kellogg Foundation <http://www.wkcf.org/Pubs/Tools/Evaluation/Pub3669.pdf>

Practical assistance for nonprofits engaged in outcome-oriented evaluation of projects: orientation to the underlying principles of "logic modeling" to use this tool to enhance their program planning, implementation, and dissemination activities.

Storytelling Approaches to Program Evaluation: An Introduction

The California Endowment www.calendow.org/

This document shows how to give program participants a good framework to tell their own stories in their own ways for evaluating the impact of programs aimed at social change by involving diverse constituents in innovative and culturally appropriate approaches.

University of Wisconsin – Extension's Program Development and Evaluation Unit

<http://www.uwex.edu/ces/pdande/evaluation/index.html>

Includes many practical evaluation resources, including a *Planning an Evaluation Worksheet*, *Enhancing Program Performance with Logic Models* online course, sample evaluation instruments and links to evaluation resources.