





# Using Evaluation for Sustainability Planning

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Part of Public Health Institute

Support organization  
focused on community-  
building and organizational  
development

## Today's Agenda

- Prioritizing your evaluation efforts
- Selecting evaluation criteria
- Next steps: Thinking through your data needs

## EVALUATION ↔ SUSTAINABILITY

- Consider evaluation needs at the beginning of program planning
- Ensure use of evaluation findings in sustainability decision-making
- Trend data is equally important to your sustainability efforts.
- Don't forget about qualitative data.

# Prioritizing Your Evaluation Needs

- External stakeholders/funders
  - Funding objectives that you committed to
- External Intended beneficiary impact
  - Matching beneficiary needs with program goal
- Internal drivers, i.e. mission, vision, strategic plans.
  - What are you trying to change/what are you trying to improve

# Creating Tailored Messaging Around Evaluation Efforts

- Funders
- Intended beneficiaries
  - Speak directly to the community
  - Qualitative data is important
- Internal messaging
  - Celebrate successes
  - Sustain internal energy and motivation

# Look at Current Picture and Pending Items

Before you select criteria, list out your efforts.

- Have a clear picture of what activities or efforts will be included in sustainability discussion
- Identify funding end dates
- Pending items – anything that will impact continuation of one of your efforts

# Family Resource Center Example

Effort	Funding End Date	Pending Items
Medical Insurance Assistance	6/30/2009	Continued County funding?
Medical/Dental Clinic	12/31/2009	<ul style="list-style-type: none"> <li>• Facility lease is up 5/1/10</li> <li>• Partnership with local community clinic?</li> </ul>
Facilitated Playgroups	6/30/2009	<ul style="list-style-type: none"> <li>• Proposal in to XXX Foundation – should hear by 1/15/09</li> <li>• Possible parent facilitators?</li> </ul>
Parent Education/Outreach	6/30/2011	Partnership agreement with instructor expires/is renewable on 10/1/2009

# Developing Evaluation 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.
- The scope of impact encompasses a broad community demographic and need.

# 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.
- This efforts has demonstrated a greater sustainability success rate relative to other intervention possibilities.

# 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 effort 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.

# Selecting Evaluation Criteria

- Who needs to be a part of the criteria selection discussion?
- How are you going to make decisions?

## Things to Consider

- Does the criteria support the mission of our organization?
- Does the criteria align with what we value in our organization?
- What did we say we were going to do?
- What do other similar efforts in our community evaluate or prioritize in their work?

# Evaluation Criteria Exercise

- Pick the 3-5 most important criteria
- Assign criteria scores for each activity/effort

# Family Resource Center 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
<i>Example:</i>				
	Medical Insurance Assistance	Medical/Dental Clinic	Facilitated Playgroup	Parent Education/Outreach
1. We are filling a niche	2	3	3	2
2. Measurable improvement in health	3	4	2	2
3. Consistent with our mission	4	4	4	4
<b>TOTALS:</b>	<b>9</b>	<b>11</b>	<b>9</b>	<b>8</b>

# Evaluation Criteria Exercise

- Pick the 3-5 most important criteria
- Assign criteria scores for each activity/effort
- **Missing Data? What questions arise as a result of assigning scores?**

# Group Discussion

- Describe your programs/efforts
- Explain why you chose your criteria
- Describe your data sources
- Brainstorm on additional ideas for data collection  
OR on other appropriate criteria

## Things to Consider

- Ensure buy-in with selected criteria
- Don't "stack the deck"
- Weighted criteria as an alternative option

## Next Steps

### What will you want to think about / do when you leave this workshop?

- List out current efforts
- Identify who should be a part of your evaluation/sustainability discussions.
- Discuss and agree on evaluation criteria
- Identify data needs
  - What data can help you assign criteria scores
  - What additional data is needed to assign criteria scores
- Create appropriate messaging

**Questions ???**

***Please complete your session evaluation!***

**Thanks !!!**



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