

Program Planning & Evaluation Workshop

What, Why & How
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Aims & Objectives

- **Aim:** To assist delegates to use the RE-AIM framework and a program logic approach when planning, implementing and evaluating programs
- **Objectives :** to address four key questions:
 - 1. **WHAT** is the RE-AIM framework?
 - 2. **WHAT** is a program logic approach?
 - 3. **WHY** is a program logic approach relevant?
 - 4. **HOW** can I use a program logic approach?

Workshop Format

Part 1: Introduction to RE-AIM

Part 2: Program logic

- What, why & how

Part 3: Group experiences to date

Part 4 Using a Program Logic approach

- Small group discussion (All)

Part 5: Where to from here?

Assumptions

- Participants have basic understanding of the meaning of programs and evaluation
- Participants want to do more than monitor, manage and report on programs
- Participants want to optimise the impact and quality of their programs

What is a Program?

(adapted from J. Livingston, PEU)

- **Program:** a set of planned activities directed towards bringing about specified changes in an identifiable audience
- 2 Components- Program plan & Actions
- Fit between Program plan & actions via:
 - Deductively via literature
 - Inductively via evaluations or stakeholder views
 - Use Program theory as a model to systematically find out how program is supposed to work

Part 1 The RE-AIM framework

- US researchers (Glasgow et al, 1999) developed a framework for evaluating the public health impact of health behaviour interventions
 - Glasgow. RE, Thomas M., Boles., Shawn, M (1999). Evaluating public health impact of health promotion interventions: the RE-AIM framework, *American Journal of Public Health*, 89(9):pp 1322-1327.

Aim of RE-AIM group

- To implement and evaluate an explanatory framework to measure the impact of interventions
- www.re-aim.org

RE-AIM framework domains

- *Reach*
- *Efficacy*
- *Adoption*
- *Implementation*
- *Maintenance*

(Glasgow et al 1999)

Reach

- The absolute number, proportion, and representativeness of individuals who are willing to participate in a given initiative

Efficacy

- Equates to effectiveness
 - ('real world')
- Success rate if implemented as per guidelines
 - Positive outcomes minus negative outcomes
 - e.g. quality of life, costs

Adoption

- The proportion and representativeness of settings that adopt the intervention
 - e.g. practice type, practice staff

Implementation

- The extent to which an intervention was delivered as intended in the 'real world'
 - Consistency
 - Resource use

Maintenance

- The extent to which a program/
intervention is sustained over time
 - e.g. GPs keep doing the activity
 - e.g. Practice able to maintain activity

Example

The Active Script program (ASP) aims to

- increase the number of Victorian GPs delivering appropriate, effective physical activity advice to patients.

Objectives:

- Train and support GPs to advise sedentary patients
- Develop tools and resources to assist GPs
- Encourage liaison with community providers

RE-AIM analysis of ASP

Reach: 20% GPs across sector

Efficacy: modestly effective

Adoption: extending to an increasing number of Divisions

Implementation: some variations in how GPs give physical activity advice

Maintenance: linkages with other health programs

Part 2 What is program theory?

(adapted from J. Livingston, PEU)

- A plausible and sensible model of how a program is supposed to work" (Bickman, 1987)
- A set of assumptions about the manner in which a program relates to benefits its expected to produce and strategies program adopts to achieve its goals and objectives (Rossi et al, 1999)
- Examples of program theory models

Program Logic Approach to Evaluation

- What is it?
 - Systematic approach
 - Causal linkages
 - Sequential map
 - Plausible model of a program
- Does the language matter?
 - NO (but shared understanding & logical links across a program do)

Program Logic Approach to Evaluation

- Why is it important?
 - Helps to articulate what a program is really about: clarifies component links
 - Can identify obvious gaps in objectives
 - Provide a sequential map of activities
 - Determines if program is evaluable
 - Integrates planning & evaluation
 - Quality improvement
 - Brings stakeholders together

Program Logic Approach to Evaluation

- How does it relate to process, impact and outcome evaluation?
 - Process, impact and outcome are *stages or levels* of an evaluation
 - Program logic provides an *approach* to developing an evaluation that may cover all or some of these stages
 - Evaluation questions may relate to process, impact or outcome

Program Logic Approach to Evaluation

- What's involved?
 - consultative and inclusive process
 - specify program inputs
 - develop a sequential or causal hierarchy of objectives
- How is it relevant to me?
 - program development & clarification
 - allows informed decisions to be made regarding the evaluation

Program Logic Approach to Evaluation

- When can I use it?
 - At any time: program planning, program review at milestones, to guide evaluation
- What else?
 - No simple recipe; all programs differ & not all can be readily sequenced or ordered
 - Not all stakeholders can agree on the 'logic'
 - Several plausible program models
 - 'Logic'/model may not remain constant

Developing Program Logic

1. Describe the Program

Consultation and objectives hierarchy to obtain explicit program definition

2. Construct evaluation matrix

Develop and fill in evaluation matrix

Identify KPIs, evaluation tools, data sources and timing of measurement

3. Make decision about evaluation focus

4. Conduct evaluation - collect and analyse data

5. Make judgements about program worth



Part 3: Group experiences to date

What have been your experiences of planning and implementing an evaluation in your work area ?

Part 4: Using a Program Logic Approach

Small Group Discussion

- Applying a Program Logic approach to a program
- Constructing a Program model / evaluation matrix
- Objectives, strategies, evaluation questions, KPIs, tools, data source, timing

Part 5: where to from here?

- Link to other Education Program seminars
- Seek one-on-one advice
- Enquire about the range of health program evaluation courses
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 - J.yeadon@unimelb.edu.au