Evaluating Technical Assistance Efforts That Support Policy and Environmental Change Initiatives

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Session Purpose & Objectives

Purpose

▪ Provide initial training in technical assistance evaluation

Objectives

▪ Explain how technical assistance (TA) fits into a broader process evaluation framework
▪ Describe at least 3 strategies for conducting TA evaluation
▪ Articulate how at least 1 TA evaluation strategy could be used with an initiative you participate in

Format

▪ Interactive
Session Outline

Introductions
- Facilitator
- Participants

Overview
- Evaluation Frameworks
- Technical Assistance Definition and Examples

Exercise
- Planning TA Evaluation

Discussion and Wrap-up
Evaluation Framework

Source: http://www.cdc.gov/eval/framework/
Technical Assistance

Definition

- An array of supports including advice, recommendations, information, demonstrations, and materials provided to assist the workforce or organizations in improving public health services

(Source: http://www.cdc.gov/nphpsp/PDF/Glossary.pdf)

Examples

- TA Provision in Suburban Cook County’s CPPW Initiative
- TA Provision in Chicago Public Schools (CPS)’s LearnWELL Initiative
- TA Provision in Your Initiative
Suburban Cook Co. CPPW Model/TA

Health Communications
Messaging at national, countywide & local levels
- Public’s exposure to messages
- Increased public engagement in PSE change efforts

Capacity Building
Provision of trainings, TA & on-line collaborative space
- MCs participation in trainings, use of TA, and engagement in on-line collaborative space
- Increased organizational capacity to advance PSE change(s)

Alliance Strengthening
MCs form or enhance partnerships to support local PSE change work
- MCs and partner organizations participate in countywide alliance meetings and events
- Increased collaboration

KEY
MC: Model Communities grant recipients
PSE: Policy, systems and environmental
TA: Technical assistance

Change in social norms
Increased PSE changes in suburban Cook County
Change in population behaviors
Improved health outcomes

TA Evaluation Methods

Data Sources

- Whom (or what) will provide information for evaluating your TA initiative?

Data Collection

- What techniques can you use to gather data regarding your TA initiative?

Data Analysis

- What techniques and tools can you use to make sense of your TA-related evaluation data?
Data Sources
- TA logs
- TA reports
- Interviews with TA recipients

Data Collection
- Logs & Reports – regular intervals
- Interviews – 3 waves: early, mid, end

Data Analysis
- Logs & Reports – counts
- Interviews – computer-assisted QUAL data analysis
Exercise – TA Evaluation Plan

Question

▪ What would you like to know about TA provision in your initiative?

Methods

▪ How will you gather and make sense of data to answer your evaluation question?

Use

▪ How will you use evaluation data to improve your TA provision?
Discussion & Wrap-up

Takeaway

- What is one learning, frustration, or anything else that you will take away from this session?

Next Steps

- What (if anything) will you do as a result of participating in this session?

General

- What other questions, comments, or feedback do you have?
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Thanks & Contact Information

Thanks

 For your participation

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