



# Evaluation Planning

**Project Director's Meeting**  
**January 17-18, 2019**

**Brought to you by the  
CDPH-OOH Evaluation Team:**

- Ravi Dasu, Evaluation Lead
- Sonal Patel, Cal-EIS Fellow
- Jayanth Kumar, State Dental Director



# What are we doing today?



- Evaluation Assessment and Review
- Outcome Evaluation Planning – Group Activity
- Q & A

# CDC Framework for Program Evaluation



Framework for Program Evaluation in Public Health- MMWR, 1999


# Steps in Program Evaluation

A green vertical line and a blue vertical line run down the left side of the slide. At the bottom of the green line is a green arrow pointing down. At the bottom of the blue line is a blue arrow pointing down. A thick orange horizontal arrow points from the left edge of the slide to the right, positioned just below the title.

- ✓ Step 1: Engage Stakeholders
- ✓ Step 2: Describe the Program
- ✓ Step 3: Focus the Evaluation Design
- ✓ Step 4: Gather Credible Evidence
- ✓ Step 5: Justify Conclusion
- ✓ Step 6: Ensure Use and Share Lessons Learned

# The Four Standards



- ✓ **Utility:** Who needs the information and what information do they need?
  - ✓ **Feasibility:** How much money, time, and effort can we put into this?
  - ✓ **Propriety:** What steps need to be taken for the evaluation to be ethical?
  - ✓ **Accuracy:** What design will lead to accurate information?
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# Focusing the Evaluation: Outcome Group Activity

**Outcome Evaluation Question:** Is the Oral Health Program (OHP) meeting its short-, intermediate, and long-term outcomes as outlined in their 5-year grant?

Evaluation Question	Indicator or Performance Measure
<i>What question are we asking about the oral health program?</i>	<i>What variable is being measured or collected to answer the evaluation question?</i>
<p><i>Grantee Objective 1: Build capacity and engage community stakeholders to provide qualified professional expertise in dental public health for program direction, coordination, and collaboration.</i></p> <p><b>Capacity –</b></p> <p>Has the OHP developed sufficient capacity and infrastructure to maintain the program and support oral health improvement?</p>	<ul style="list-style-type: none"><li>• # of staff required to maintain OHP activities</li><li>• # of staff hired</li><li>• # of vacancies</li><li>• # of ongoing trainings scheduled annually</li><li>• # of training attended by staff</li><li>• Oral health knowledge among OHP staff</li><li>• Effectiveness of ongoing training(s)</li></ul>

# Focusing the Evaluation: Outcome Group Activity

**Outcome Evaluation Question:** Is the Oral Health Program (OHP) meeting its short-, intermediate, and long-term outcomes as outlined in their 5-year grant?

<b>Data Source and Frequency of Collection</b> <i>From where is data being collected and how often is it collected?</i>	<b>Evaluation Method</b> <i>What evaluation method is appropriate to answer the evaluation question?</i>
<ul style="list-style-type: none"><li>• Staff surveys, annually</li><li>• Training records, biannually</li><li>• Program administrative records, annually</li></ul>	Hybrid methods, including quantitative data collected through program and training records and qualitative data collected through staff surveys

# Focusing the Evaluation: Outcome Group Activity

**Outcome Evaluation Question:** Is the Oral Health Program (OHP) meeting its short-, intermediate, and long-term outcomes as outlined in their 5-year grant?

<b>Staff Responsible for Data Collection</b> <i>Who is collecting the data?</i>	<b>Analysis Method with Standard of Comparison</b> <i>What data analysis method will be applied to this indicator or performance measure?</i>	<b>Staff Responsible for Data Analysis</b> <i>Who is assessing and analyzing the data?</i>
Evaluation Team	Quantitative: <ul style="list-style-type: none"><li>• Increase in # of staff hired</li><li>• Decrease in # of vacancies</li><li>• Maintenance/increase in # of trainings offered and attended over time</li></ul> Qualitative: <ul style="list-style-type: none"><li>• Increase in oral health knowledge among OHP staff over time</li></ul>	Evaluation Team Analyst



# Evaluation Grid: Final



**Outcome Evaluation Question:** Is the Oral Health Program (OHP) meeting its short-, intermediate, and long-term outcomes as outlined in their 5-year grant?

Evaluation Question	Indicator or Performance Measure	Data Source and Frequency of Collection	Evaluation Method	Staff Responsible for Data Collection	Analysis Method with Standard of Comparison	Staff Responsible for Data Analysis
<i>What question are we asking about the oral health program?</i>	<i>What variable is being measured or collected to answer the evaluation question?</i>	<i>From where is data being collected and how often is it collected?</i>	<i>What evaluation method is appropriate to answer the evaluation question?</i>	<i>Who is collecting the data?</i>	<i>What data analysis method will be applied to this indicator or performance measure?</i>	<i>Who is assessing and analyzing the data?</i>
<b>Capacity –</b> Has the OHP developed sufficient capacity and infrastructure to maintain the program and support oral health improvement? <i>(Long-Term Outcome, Grantee Objective 1)</i>	<ul style="list-style-type: none"> <li># of staff required to maintain OHP activities</li> <li># of staff hired</li> <li># of vacancies</li> <li># of ongoing trainings scheduled annually</li> <li># of training attended by staff</li> <li>Oral health knowledge among OHP staff</li> <li>Effectiveness of ongoing training(s)</li> </ul>	<ul style="list-style-type: none"> <li>Staff surveys, annually</li> <li>Training records, biannually</li> <li>Program administrative records, annually</li> </ul>	Hybrid methods, including quantitative data collection through program and training records and qualitative data collected through staff surveys	Evaluation Team	Quantitative: <ul style="list-style-type: none"> <li>Increase in # of staff hired</li> <li>Decrease in # of vacancies</li> <li>Maintenance/increase in # of trainings offered and attended over time</li> </ul> Qualitative: <ul style="list-style-type: none"> <li>Increase in oral health knowledge among OHP staff over time</li> </ul>	Evaluation Team Analyst



# Q & A

Thank you for your time and attention  
For questions or more information, please contact:  
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