

## Session 2

# *Using data to tell your story: Establishing and communicating program impact*

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November 2016

*National Summit on Military and Veteran Peer Programs*

Ann Arbor, MI

Why bother?



REMEMBER MBE INFORMATION IS USEFUL  
ONLY IF IT IS USED!

# ***Process and Outcome Evaluations: Partners, not Competitors!***



**Process evaluations** assess how well services are delivered as intended and planned

**Outcome evaluations** assess how well a program's activities or services have enacted expected changes in the target population or social condition



# ***Metric vs Measure***

<b>Metric</b>	<b>Measure</b>
Construct of Interest	Objective assessment of some aspect of the construct of interest
Engagement	Counts, Levels of Interest
Performance	Counts, Assessments of Impact
Improvement	Change in scores, rates, etc.

# ***Process Measures***

- Participation/Attendance  
(Dosage)
- Participant demographics
- Participant satisfaction
- Implementation activities
  - Fidelity
  - Adherence



# *Outcome Measures*

- Changes in:
  - Beliefs or attitudes
  - Knowledge
  - Intentions
  - Behaviors



Quality of Life



Physical Health



Mental Health



Social  
Outcomes/Connectedness



Behavior



Knowledge, attitudes, beliefs,  
and perceptions



Social Welfare



Healthcare Utilization



Engagement



# ***Small Group Exercise***

## ***Select relevant evaluation measures***

### *Instructions:*

- Divide yourselves into programs that run group versus dyadic interventions
- Identify process and outcome measures that make sense for your program(s)
- Be ready to share 4 measures:
  - Process measure common to all programs
  - Process measure unique to one program
  - Outcome measure common to all programs
  - Outcome measure unique to one program



# Selecting relevant evaluation measures



Does fidelity data link directly to program activities?

Am I collecting demographic and attendance data, and from whom?

***To What Extent Do Measures I selected Align with My Program's Target Population, Activities, and Outcomes?***

Does my outcome data link directly to a specified outcome I hope my program will achieve?

Am I collecting satisfaction data, and from whom?



**But what  
does it all  
mean?**

**Example  
Questions  
For  
Process  
Data**

Over what period am I talking about?

How many did we plan to reach?

How many did we reach?

How many participated in the evaluation?

Who took part in evaluation?  
Completers, Regular attendees,  
Everyone, Others?

Does my evaluation represent the population I intended to reach?

# Example Questions For Outcome Data

What is my outcome?

Was there a difference or change in the outcome?

What is the trend (better, same, worse?)

Did you meet your expectations (met, missed, exceeded)

Is action needed?

What may be the barriers to action?

# ***Group Exercise***

## ***Interpreting Results***

### *Instructions:*

- Look at the data in the next slide and discuss
  - What the pattern of results means
  - What actions you might take if you were program director

# ***A Group Education Program for Caregivers***

**Six sequential courses are offered (one per week) on providing care to veterans, navigating health care resources, and self-care**

- **30 signed up for series**
  - 25 female spouses
  - 2 male/3 female siblings
- **27 came to first class**
- **13 participated in all 6 classes**
- **Satisfaction was high among those who completed survey at last session (all female)**
- **All participants completed surveys at baseline, and those who completed all 6 sessions completed a survey 3-months after last session**
  - Reduced symptoms of depression
  - Increased use of a web-based support group
  - Greater feelings of competency in caring for veteran

# Program activities resulted in a significant change on intended outcomes

**Program activities are implemented with adequate dosage and fidelity**

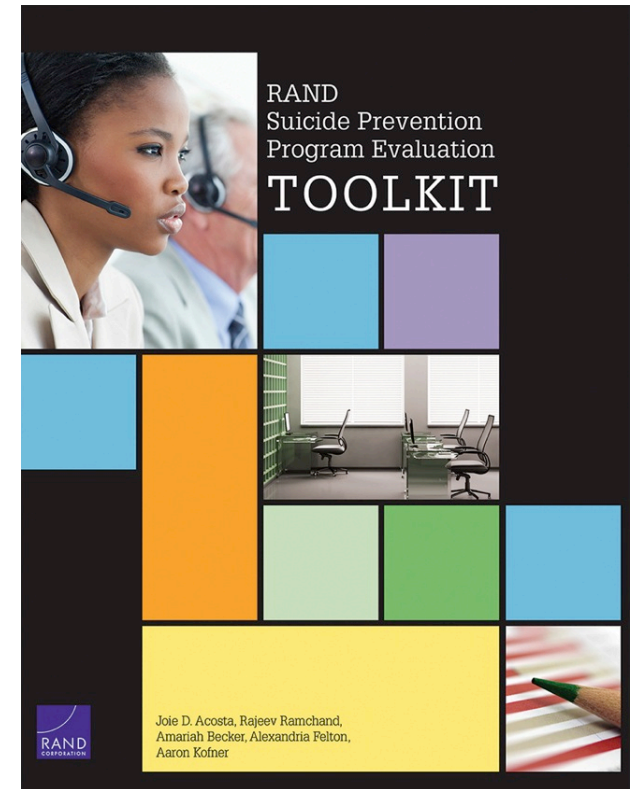
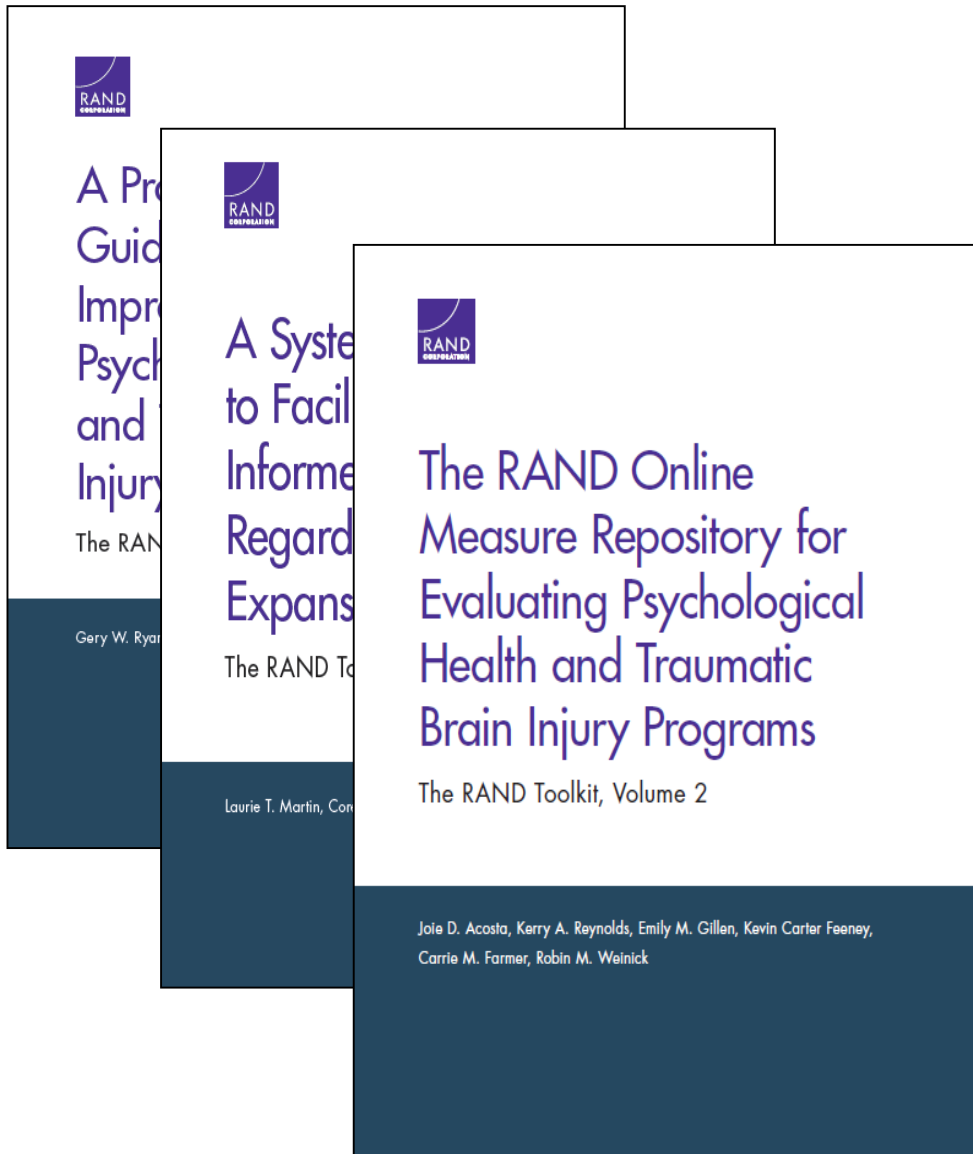
	<b>Yes</b>	<b>No</b>
<b>Yes</b>	<p>Congrats! Everything is working as intended.</p> <p><b>KEEP MONITORING</b></p>	<p>You didn't achieve your intended results. Re-examine:</p> <ul style="list-style-type: none"><li>• Sample size</li><li>• Alignment between activities and outcomes</li><li>• Potential mismatch between program and participants</li><li>• Evaluation design</li></ul>
<b>No</b>	<p>Examine barriers to fidelity and dosage.</p> <ul style="list-style-type: none"><li>• Focus on strengthening areas without fidelity</li><li>• Improve recruiting and retention</li></ul>	<p>Changes may be needed because it's not working as designed. Consider:</p> <ul style="list-style-type: none"><li>• Mismatch between program and population</li><li>• Adequate resources to deliver the program</li></ul>



# ***How can your work inform policy?***

- **Make sure you are studying impact with rigor and objectivity**
- **Publish your findings, but also share them with key stakeholders across the relevant communities**
- **Remember, changing policy and shaping partnerships, best practices need not take an act of Congress**

More information is available at  
[www.rand.org](http://www.rand.org)



# *Thank you!*



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