

# Developing Your Evaluation Plan



National Center  
for Mental Health  
Promotion and  
Youth Violence  
Prevention

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# Topics

- **Primary goals of the evaluation.**
- **Developing an evaluation plan using the tool provided by the National Center.**
- **Hints for streamlining and managing the evaluation.**



## Primary Goals of the Evaluation

**To determine the extent to which the project made schools that it targeted safer and the students in those schools healthier.**

# Developing An Evaluation Plan: A Partial Exemption

**If you already have a plan, or you already have a format for the plan, you do not need to adopt ours, provided your plan addresses all the same issues as ours.**

# Overview of Evaluation Plan Tool

- **Step 1:** Goals, Elements, Objectives, Activities
- **Step 2:** Process Evaluation
- **Step 3:** Outcome Evaluation
- **Step 4:** Reporting
- **Step 5:** Staffing and Timelines
- **Step 6:** Protection of Human Subjects

# Links Between Plan and Source Materials

<b>Step 1:</b> Goals, Elements, Objectives, Activities	<b>Logic Model:</b> Goals, Elements, Objectives, Activities
<b>Step 2:</b> Process Evaluation	<b>Logic Model:</b> Process Measures
<b>Step 3:</b> Outcome Evaluation	<b>Logic Model:</b> Indicators and GPRA
<b>Step 4:</b> Reporting	<b>SS/HS Application; Evaluation Scope of Work, MOU, Contract</b>
<b>Step 5:</b> Staffing and Timelines	<b>SS/HS Application; Evaluation Scope of Work, MOU, Contract</b>
<b>Step 6:</b> Protection of Human Subjects	<b>SS/HS Application:</b> Human Subjects Appendix

# Step 1: Goal, Element, Objective, Activity

**GOAL #1:** To reduce violence in our schools.

**Element:** Element 1 (Safe School Environment and Violence Prevention)

**Objective 1.1:** Decrease percentage of students who report they stayed home from school over fear for safety in the past 30 days by 25% from baseline by June 20XX.

**Activities Related to Objective 1.1:** Activity 1. Police safety patrols on routes to and from school and in hot spots.  
Activity 3. SRO patrols in school violence hot spots.

## Step 2: Process Evaluation

**Process Measure 1:** Number and types of incidents reported by police patrols.

- **Source of Information/Instrument(s):** Patrol logs
- **Who Will Collect the Data:** Patrol Officers
- **Timing of Data Collection:** Daily
- **Population or Sample:** Population (all officers will keep patrol logs)
- **How will the data be described/analyzed:** Frequency of each type of incident will be tallied





## Step 3: Outcome Evaluation

**Outcome Measure 1.1:** Decrease % of students who report they stayed home from school over fear for safety in the past 30 days by 25% from baseline by June 2011. as measured by a school-wide survey in June of each year. (GPRA #1)

- **Baseline Data:** A school-wide survey in 2007 found that 35% of students report that they stayed home from school because of fear for their safety at school or on the way to or from school at least one time in the past 30 days.
- **Evaluation Design:** One-group pretest-posttest design
- **Source of Information/Instrument(s):** Youth Risk Behavior Survey questions regarding feelings of safety at school or on the way to or from school.
- **Who Will Collect the Data:** Teachers will administer the survey in classrooms
- **Timing of Data Collection:** End of each academic year
- **Population or Sample:** Population (all 6<sup>th</sup> – 12<sup>th</sup> grade students in the targeted schools will take the survey)
- **How will the data be described and/or analyzed:** Descriptive statistics will be used to present the percentage of students who report that they stayed home from school because of fear for their safety at school or on the way to or from school at least once in the past 30 days.

## Step 4: Reporting

### **Example from an SS/HS Application**

The local evaluator will report on process data in scheduled monthly meetings and conduct briefings to provide project staff and steering committee members with recommendations for strengthening programs and strategies. Outcome evaluation results will coincide with the semi-annual reporting cycle of the grant. Results will be provided to the Project Director and SS/HS partners. Data will be placed on the SS/HS website for access to parents and interested community members.

### **NET Example**

The local evaluator will submit a SPSS data file and codebook to the NET liaison with raw (individual case-level) data for the four student victimization/school safety and substance use/abuse GPRA measures at the close of each grant year. Data on the two mental health measures will be submitted as Excel spreadsheet files extracted from the program database.

## Step 5: Project Staffing and Timelines

**Staff Person:** Sally Jones (lead evaluator)

**Percent Time:** 50%

**Tasks:** Purchase and development of necessary evaluation tools, training for staff on data collection, data analysis, presentation of evaluation results at coalition meetings, monthly meetings with Project Director, report writing, coordination with NET liaison.

**Staff Person:** Tim Thompson

**Percent Time:** 25%

**Tasks:** Data entry and cleaning, data analysis, report writing.



## Step 5: Project Staffing and Timelines

### Sample Timeline

<b>Activity</b>	<b>Due Date</b>
Submit logic model, evaluation plan	Winter Year 1
Submit annual performance report data sections	Summer Year 1
Submit semiannual performance report data sections	Winter Year 2
Submit annual performance report data sections	Summer Year 2

## Step 6: Human Subjects

- Summarize or replicate information on Protection of Human Subjects from your grant application appendix.
- Update this information to reflect any changes that have occurred since the grant was funded.
- If you were required to obtain additional approvals from an IRB, your IRB plan should be included as an appendix.

## **Hints:**

# **Allocate Resources to Key Activities**

- **Interventions that cost the most per capita.**
- **Interventions that target the largest group/population.**
- **Interventions about which little is known.**
- **Interventions that the project wants to sustain.**
- **Other?**



## **Hints:**

# **Limit the Evaluation of EBIs**

- **Focus on assessing fidelity, and cost.**
- **Use less rigorous designs (if any) to assess outcomes.**

# Hints: Use the Six GPRA Indicators To Assess Element Outcomes

## Two GPRA indicators about violence /safety:

1. Decrease in students who did not go to school during the past 30 days because they felt unsafe at school or on their way to and from school.
2. Decrease in the number of fights at schools during the past 12 months.

## Two GPRA indicators about substance use:

3. Decrease in students reporting 30-day marijuana use.
4. Decrease in students reporting 30-day alcohol use.



# Hints: Use the Six GPRA Indicators To Assess Element Outcomes

**Two GPRA indicators about access to mental health services:**

- 5. Increase in students receiving school-based mental health services.**
- 6. Increase in student mental health referrals resulting in community services.**

# Mapping GPRA Indicators onto the Five Required Program Elements

<i><b>Program Element</b></i>	<i><b>GPRA Indicator</b></i>
1. Safe school environment ..... & violence prevention	1. Improved attendance - less fear; 2. Decreased fighting
2. Alcohol, tobacco, & other drug ..... prevention	3. Decreases alcohol use; 4. Decreased marijuana use
3. Behavioral, social & emotional ..... supports	(no GPRA)
4. Mental health (MH) services .....	5. Increased school MH services; 6. Increased referrals resulting in community MH services
5. Early childhood social and ..... emotional learning programs	6. Increased referrals resulting in community MH services

## **Hints: Work With or Improve Existing Data Collection Systems**

- **Make use of existing data collection systems.**
- **If they require modification, their improvement may also count as a project activity and/or outcome.**



## Where Can You Get More Help?

- **Ask your Federal Project Officer.**
- **Ask for TA from the National Center through your Technical Assistance Specialist (TAS).**
- **Check the Center website:  
([promoteprevent.org](http://promoteprevent.org))**
- **Ask another SS/HS evaluator.**



**Questions?**