

Process Monitoring and Evaluation



Two important approaches to program evaluation are process and outcome evaluation which can be further divided into process and outcome monitoring. This bulletin will use the 6 step framework discussed in the first bulletin of this series to discuss process monitoring and evaluation as it applies to HIV prevention program evaluation. The next bulletin in the series will do the same for outcome monitoring and evaluation.

PROCESS MONITORING

The routine documentation of data describing the characteristics of the population served, the services provided, and the resources used to deliver those services. (CDC 2002)

It helps staff identify problems with program operations and delivery and provides evidence for making needed changes.

| The core set of data to collect | Other types of data to collect (depending on intervention) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ➔ Type of agency ➔ Number of clients served, categorized by race/ethnicity and gender (Age is also encouraged.) ➔ Number of full time equivalent (FTE) staff used ➔ Expenditures for the intervention | <ul style="list-style-type: none"> ➔ Number of clients served by setting ➔ Number of clients receiving 1, 2, or 3 or more sessions ➔ Number of prevention materials distributed ➔ Number of partners identified, counseled, tested, and tested positive |

PROCESS EVALUATION

The assessment of a program's conformity to its design, program implementation, and the extent to which it reaches its intended audience. (CDC 1999)

It allows determinations of whether or not the program is being delivered as planned.

Difference between Process Monitoring and Process Evaluation

Process monitoring is distinct from process evaluation. Additional data are collected for process evaluation to answer more detailed questions about implementation of the program. Questions may include:

- ➔ **Was the intervention implemented in a manner consistent with its design?**
 - ➔ **Did the intervention reach the population most at risk?**
 - ➔ **What barriers did clients experience in accessing the intervention?**

Process evaluation is strongly encouraged, but not required the CDC.

Framework for Successful Process Monitoring

This framework provides you with a systematic guide to successfully evaluate your HIV prevention program

| | |
|---------------|------------------------------------------------------|
| STEP 1 | Determine Purpose and Uses |
| STEP 2 | Develop Measurable Objectives |
| STEP 3 | Develop Evaluation Questions |
| STEP 4 | Collect/Gather Credible Evidence |
| STEP 5 | Analyze Information & Develop Conclusions |
| STEP 6 | Report Findings |

STEP 1 - Determine Purpose and Uses for Your Process Monitoring

| Purpose | Uses |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The main purpose of process monitoring is to improve how things get done by answering questions about program operations, implementation, and service delivery. | <ul style="list-style-type: none"> ➔ To improve program implementation ➔ Context for understanding effectiveness ➔ Accountability ➔ Quality management |

STEP 2 - Develop Measurable Process Objectives

Process objectives are statements that describe the specific implementation activities of an intervention for a specified population within a given timeframe. Process objectives focus on “implementation activities” e.g. # condoms distributed, # sessions conducted.

EXAMPLE:

By December 31, 2007, 250 condoms and 100 bleach kits will be distributed to clients as part of the one-on-one counseling intervention.

STEP 3 - Develop Process Evaluation Questions

Once objectives are identified, you need to develop specific questions that you want your evaluation to answer. The focus of evaluation questions in process monitoring is describing the intervention activities including the human and other resources needed to carry them out, the level of effort needed to accomplish each activity, and the time frames in which the activities will be conducted.

STEP 4 - Collect/Gather Credible Evidence for Process Monitoring

Process data can be collected at two levels: client-level and program-level. Client-level data directly involves, pertains, or derives from program participants. Program-level data are information related to program operations and structure. Below are some examples client- and program-level process data.

| Client-Level Process Data | Program-Level Process Data |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ➔ Demographics ➔ Risk behaviors ➔ HIV/AIDS-related knowledge, attitudes, beliefs and behaviors ➔ # of participants ➔ Length of contact/session | <ul style="list-style-type: none"> ➔ Staff training background ➔ Staff demographics ➔ Staff turnover ➔ Expenditures ➔ Recruitment methods |

STEP 5 - Analyze Data & Justify Conclusions about Your Process Monitoring

Data Analysis – the process of categorizing, ordering, manipulating, and summarizing data to obtain answers to evaluation questions.

STEP 6 - Report Findings about Your Process Monitoring

Often times process monitoring serves an accountability function. Because HIV prevention and care efforts utilize public funds, service providers have obligations to provide stakeholders with answers to questions about programs. Specifically, data from process measures can provide information about the quality of the program or services.

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