

How to Effectively Evaluate Your HIV Prevention Program

“The systematic (orderly) collection of information about the characteristics, activities, and outcomes of services or programs to assess the extent to which objectives have been achieved, identify needed improvements, and/or make decisions about future programming.”

- HRSA, 1999



Why evaluate my program?

- ➔ Ensure program effectiveness and appropriateness
- ➔ Demonstrate accountability
- ➔ Contribute to HIV/AIDS knowledge base
- ➔ Influence policy makers
- ➔ Improve program operations and service delivery

Key Points to Consider:

- ⇨ Collect data in systematic manner
- ⇨ Focus on program activities, characteristics, and outcomes
- ⇨ Can serve multiple purposes

Framework for Successful Evaluation

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

One of the most important steps that will guide the rest of the evaluation process.

Can you answer the following questions?

1. Who is most likely to need and use the information obtained?
2. What is the primary purpose of the evaluation?
3. How will the information be used?

Once you know these answers, you need to develop objectives.

STEP 2 Develop Measurable Objectives

Objectives are specific statements which describe what you plan to do with your proposed program within a given time period (CDC, 1999)

Each objective shared include the following components:

When	How much	For Whom	What	Where
Time (date) by or during which it is to occur	Target rate or the amount of change	Refers to the target population	Problem/behavior/outcome to be changed or intervention to be accomplished	Area in which target population is located

Measurable Objectives should be REALISTIC.

The next step is about how you are going to find out if you are achieving each objective.

STEP 3 *Develop Evaluation Questions*

For each objective, develop evaluation questions:

- ➔ Help focus the evaluation
- ➔ Vary from one program to another
- ➔ Based on purpose, objectives, resources, and timeframe of the evaluation

e.g. Objective	e.g. Evaluation Questions
By the end of December 2006, each program staff will reach 100 medium to high risk MSM through outreach encounter activities in the city of Tuscani.	What are the demographics of MSM reached? How do we define HIV risk? What are the encounter activities? Do we refer MSM to other services?

STEP 4 *Collect/Gather Credible Evidence*

For each evaluation question you must identify 2 elements (variables and measures) to develop evaluation tools (e.g. surveys)

Key Points:

- ⇨ Identify types of information needed
- ⇨ Determine sources for information
- ⇨ Select methods to collect information
- ⇨ Define procedures to collect information

Variables - observable characteristics of a person, organization, or program that are counted and measured	Measure - the observable and measurable data or item of information to be collected for a specific variable (also called indicator)
e.g. Gender	e.g. # of males, females, or transgender
e.g. Condom use	e.g. # of sexually active persons who never used a condom in the last 3 months

STEP 5 *Analyze Information & Develop Conclusions*

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

1. Enter data and check for errors (e.g. create a database-paper or electronic)
2. Tabulate data (e.g. count how many desirable or undesirable results exist)
3. Analyze data by key characteristics (e.g. compare what was planned with what resulted)
4. Provide interpretation of findings (e.g. explanation of findings)

STEP 6 *Report Findings*

Reports can help improve your program, inform others about your program and show the effects of your program.

Should include:

- ➔ Description of program services being evaluated
- ➔ Purposes of the evaluation
- ➔ Methods of data collection
- ➔ Results of data analysis
- ➔ Discussion of strengths and weaknesses and implications of the results

If you want more information about this or other topics visit

www.accionmutua.org or call **(213) 201-1345**

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