

Outcome 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 outcome monitoring and evaluation as it applies to HIV prevention program evaluation.

OUTCOME MONITORING

The collection of data about participant knowledge, attitudes, beliefs and behaviors (KABBs), and intentions to change behavior before, during, and/or after the intervention. It identifies what components are working as expected and which ones are not in order to improve program effectiveness.

OUTCOME EVALUATION

The collection of data on changes in participant KABBs and compares these results to another group of participants not participating in the intervention. It provides evidence that the intervention is causing the intended changes.

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

The Difference between Outcome Monitoring and Outcome Evaluation

Both outcome monitoring and outcome evaluation can be used to assess whether an intervention achieved its specified objectives (measurable outcomes). The primary difference between the two is that a rigorous research method is essential to outcome evaluation which is why program evaluation focuses on outcome monitoring and rarely conducts outcome evaluation.

Comparing Outcome Monitoring and Evaluation	
Outcome Monitoring	Outcome Evaluation
<ul style="list-style-type: none"> → NO comparison group needed → CANNOT make the claim that effectiveness is due to the intervention → CAN track changes of participants in intervention Collect data at least 2 points in time → CANNOT predict risk behaviors of target population 	<ul style="list-style-type: none"> → COMPARISON group needed → CAN make the claim that effectiveness is due to the intervention → CAN track changes of participants in intervention → COLLECT data at least 2 points in time → COLLECT predict risk behaviors of target population

Types of Prevention Interventions Suitable for Outcome Monitoring

Outcome monitoring should be applied to programs whose clients or patients are accessible for a follow-up measure of program outcomes. Interventions and services best suited for outcome monitoring are:

- Individual or group-level intervention
- Comprehensive Risk Counseling & Services (CRCS)
- Counseling done in the context of HIV testing
- Ongoing medical services

It is more difficult to conduct outcome monitoring with outreach and mass media

Framework for Successful Outcome 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 Outcome Monitoring

Purpose	Uses
<ul style="list-style-type: none"> ➔ To assess client's progress ➔ To understand differences among subgroups ➔ To determine factors that contribute to client's progress 	<ul style="list-style-type: none"> ➔ To improve program implementation ➔ Context for understanding effectiveness ➔ Accountability

STEP 2 - Develop Measurable Outcome Objectives

Outcome objectives are statements of the amount of change expected (for a health problem, knowledge, behavior, etc.) for a specified population within a given time frame.

EXAMPLE:

By December 31, 2007, a minimum of 200 participants who completed our HIV prevention workshop will have reduced or maintained at least one risk reduction behavior.

STEP 3 - Develop Outcome 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 outcome monitoring is describing the progress of clients based upon the outcome measures set forth in the program goals and objectives.

STEP 4 - Collect/Gather Credible Evidence for Outcome Monitoring

Outcome data can be collected at two levels: client-level and program-level. Client-level outcome data are the changes that individual clients experience as a result of participating in a program or services. Program-level outcome data are the change in a population or health care delivery system that results from a service program or intervention (HRSA, 1999). Below are some examples client- and program-level outcome data.

Client-Level Outcome Data	Program-Level Outcome Data
<ul style="list-style-type: none"> ➔ HIV/AIDS-related knowledge, attitudes, beliefs and behaviors ➔ HIV/AIDS-related behaviors ➔ Physical function status ➔ Role and/or social functioning ➔ Mental health ➔ Satisfaction with care 	<ul style="list-style-type: none"> ➔ Morbidity rate ➔ Mortality rates ➔ Health services utilization

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

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

STEP 6 - Report Findings about Your Outcome Monitoring

Remember that we cannot say that the changes identified through the outcome measures are a result of the intervention. We can say that the changes identified occurred during the intervention and evaluation period of the program.

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