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.

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**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:

<table>
<thead>
<tr>
<th>When</th>
<th>How much</th>
<th>For Whom</th>
<th>What</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time (date)</td>
<td>Target rate or</td>
<td>Refers to the target</td>
<td>Problem/behavior/outcome to be changed or</td>
<td>Area in which target population is located</td>
</tr>
<tr>
<td></td>
<td>the amount of</td>
<td>population</td>
<td>intervention to be accomplished</td>
<td></td>
</tr>
<tr>
<td></td>
<td>change</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>e.g. Objective</th>
<th>e.g. Evaluation Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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?</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th><strong>Variables</strong></th>
<th><strong>Measure</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>observable characteristics of a person, organization, or program that are counted and measured</td>
<td>the observable and measurable data or item of information to be collected for a specific variable (also called indicator)</td>
</tr>
<tr>
<td>Gender</td>
<td># of males, females, or transgender</td>
</tr>
<tr>
<td>Condom use</td>
<td># of sexually active persons who never used a condom in the last 3 months</td>
</tr>
</tbody>
</table>

### 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](http://www.accionmutua.org) or call (213) 201-1345