

# DEVELOPING AN EVALUATION STRATEGY

September  
2008

For the Alberta Healthy School Community Wellness Fund

## How to Evaluate Your Project

Evaluation can be a daunting and complex task for an already over extended project team. However, when done correctly, evaluation can provide meaningful information to help improve and support the work that is being done. Evaluation provides an opportunity to distinguish the impact of a program and allows one to ensure that targeted objectives and outcomes are in fact being met. When developing an evaluation strategy it is important to ensure that data is being collected from multiple perspectives and that multiple methods are being used in order to ensure that the evaluation data is representative of balanced measures. Please see the information below for support in beginning to determine possible evaluation methods for your project.

## QUALITATIVE ANALYSIS

Qualitative analysis attempts to capture the voices and perspectives of program participants. Rich data can be captured when stakeholders are given a platform to express their perspective and opinion of how program activities have influenced them.

### **What to measure?**

*Knowledge*, ex: I know how many servings of fruits and vegetables needed.

*Skills*, ex: I know how to make a healthy after school snack.

*Attitude*, ex: I think eating healthy is important.

*Behaviour* ex: I choose to eat more fruits and vegetables.

### **Methods of gathering qualitative data?**

- Interviewing key stakeholders
- Conducting a focus group
- Observation
- Journaling/Diaries
- Questionnaires with Scaling Questions
- Surveys with open ended questions

Avoid developing leading questions! Questions should be open ended and allow the participant to express an honest and natural response.

Example:

Did you like this program? Vs. What did you learn from this program?

### **End Result**

Through qualitative analysis one is able to report around common themes using anecdotes, quotes and stories to highlight programs success.

## QUANTITATIVE ANALYSIS

Quantitative analysis will capture information that can be measured and communicated through numerical values. This is the most common form of evaluation and in many cases the easiest to track.

### **What to measure?**

*How many*, ex: 45 parents attended the wellness forum

*Who*, ex: 14 non-health/physical education teachers attended the DPA professional development session

*What*, ex: 20 after school cooking clubs were hosted throughout the year

*Where*, ex: 60% of students were active in phys education class, 20% outside of school and 20% at after school clubs

*When*, ex: 39% of teachers said they would be willing to host an after school club supporting Wellness

### **Methods**

Tracking participation rates (returnees vs. new)

Completion Rates

% Response Rates

Surveys with closed questions

Ex: Please check the box that best describes you

Parent  Teacher  Student

A great resource for developing surveys is a website called “Survey Monkey.” This website allows you to create online surveys and questionnaires on any topic that respondents can complete online. This is a free service that also offers template services such as mailing out your survey as well as data analysis.

[www.surveymonkey.com](http://www.surveymonkey.com)