

# Formative Evaluation for Innovative Interventions

---

April 26, 2023

- Elizabeth (Lizzy) Laferriere, Office of Population Affairs
- M.C. (Cay) Bradley, Mathematica

Icebreaker: In the chat, add one or two words you think of when you hear “innovation in TPP.”

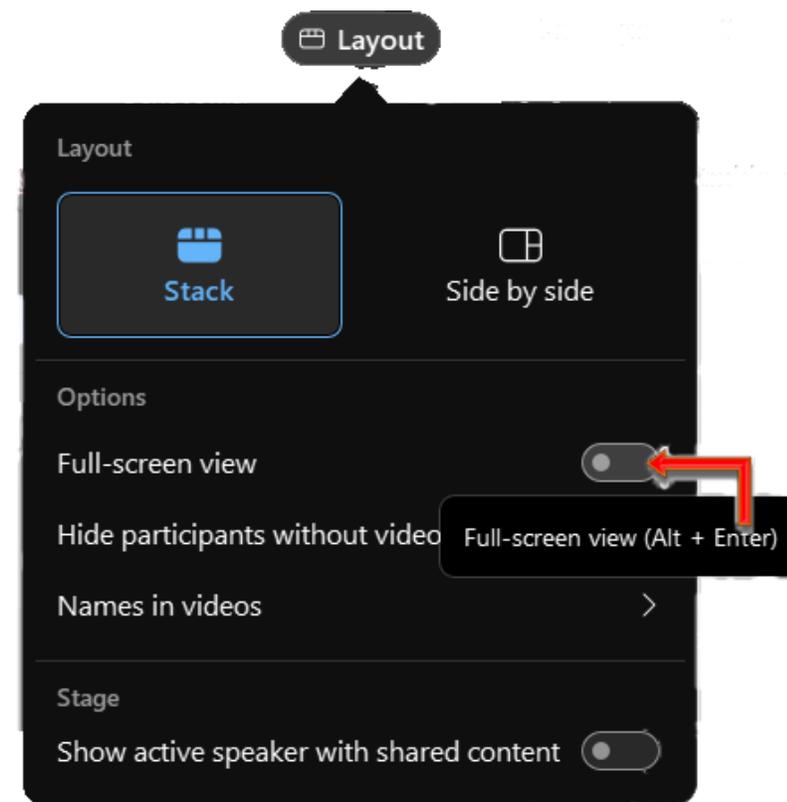
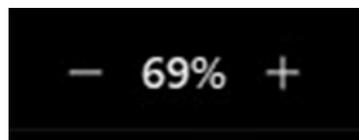


**OASH**

Office of  
Population Affairs

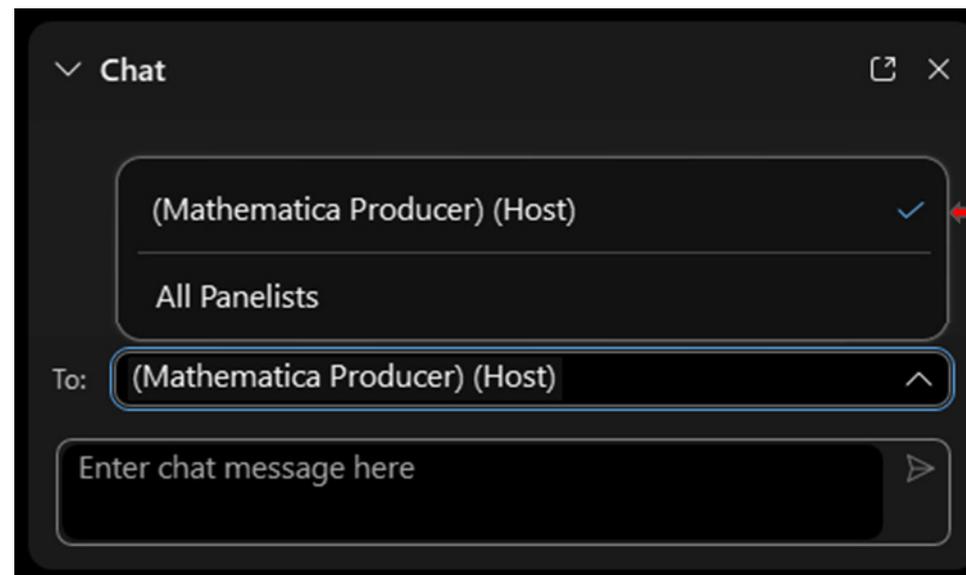
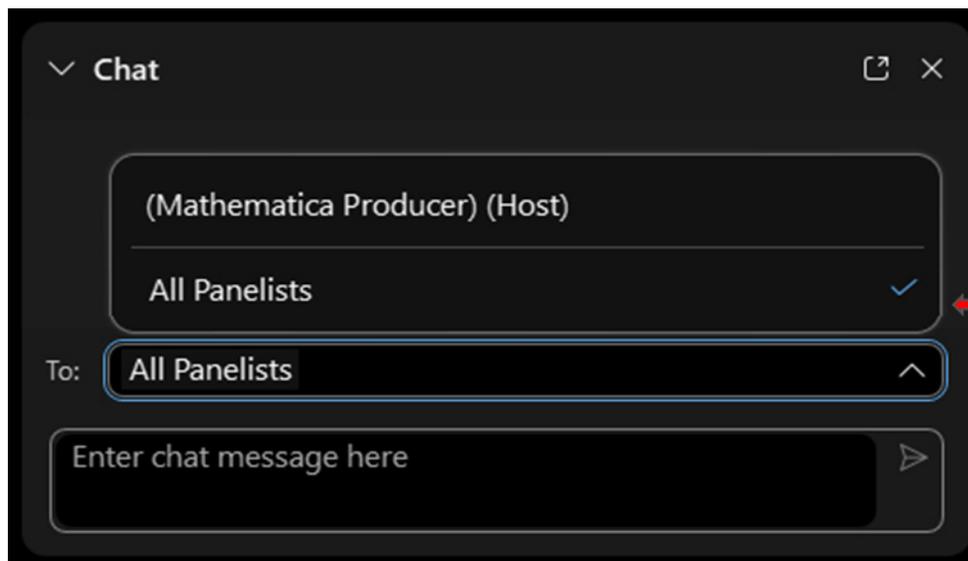
## Event Window Adjustments

- All attendees are muted for the duration of today's webinar.
- To enter or exit full-screen mode, toggle the “Full-screen view” switch via the Layout button in the top right corner of your window.
- To change the size of the text and shared content on the screen, use the + and – buttons at the top of your screen.



## Q&A and Technical Assistance

- To submit questions for presenters, please use the Chat. Select “All Panelists” from the “To:” dropdown list, type your message, and press enter.
- To request technical assistance, please select “Host” from the “To:” dropdown list before sending your message.



## Event Materials

---

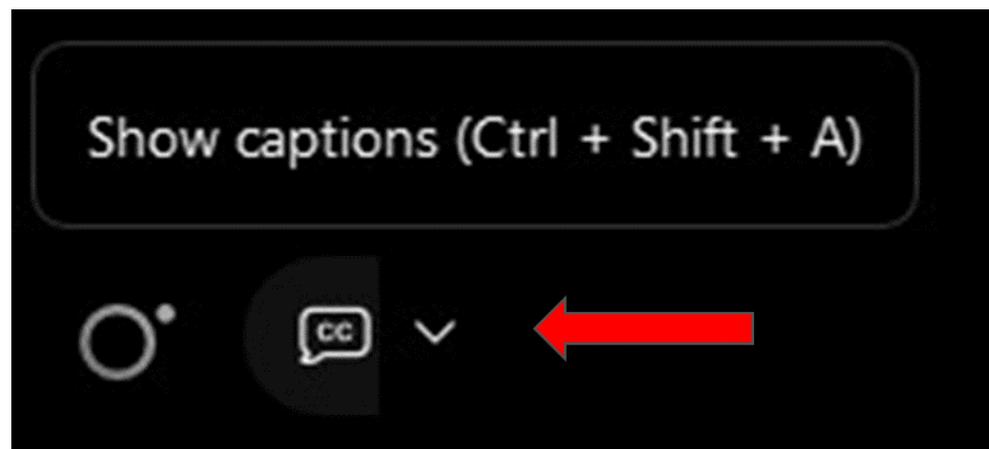
- Slides are available in the Webinar materials section of the meeting information page.



## Closed Captioning

---

- Closed captioning may be turned on or off by clicking the CC icon in the lower left corner of your screen.



**Welcome  
from Lizzy Laferriere, OPA**

## What you *can* and *cannot* expect on today's call

---

### You can expect us to:

- Discuss the types of evaluations and research questions that might be part of an OPA-funded project
- Lay the foundation for upcoming webinars that get into more detail about the types of evaluation you would use at different points in the evidence-building process

### We will not:

- Talk about specific requirements of OPA grants or NOFOs
- Provide consultation on your proposed project

## Your presenter

---



### **M.C. (Cay) Bradley, principal researcher at Mathematica**

- Former high school science teacher
- Former sexual education trainer in Richmond, Virginia
- Part of the Evaluation Technical Assistance team for the 2010 and 2015 Teen Pregnancy Prevention (TPP) program
- Rejoined Eval TA for 2020 TPP Innovation and Impact Networks (IINs or TPP20 Tier 2s) last year
- Used to work in the systematic review space
- Predominantly works in the adolescent space
- Loves metaphors and being a critical friend

## Agenda

---

- Reminder: Continuum of Evaluation Activities
- Creation of Innovation Phase
- Development of Evidence Phase
- All learning matters

# Today's Focus:

## Emphasis on Learning

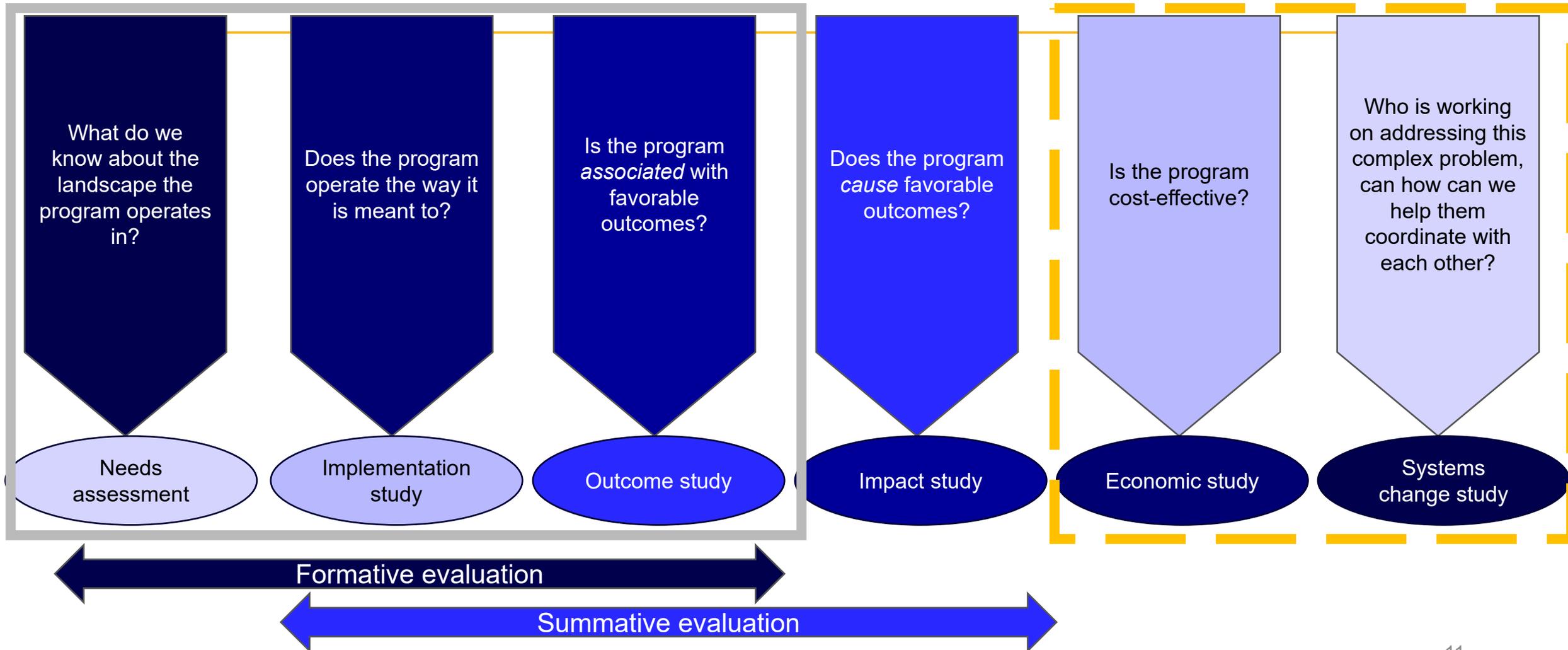
---



**OASH**

Office of  
Population Affairs

# Where are we on the continuum of evidence?



# Innovations, evaluation activities, and evidence

---

- Broad definition of “evidence”
  - **Think information that supports continued investment**
- Needs assessment
  - **Supports understanding of why innovation is important**
- Implementation study
  - **Answers key questions about providing the innovation**
- Outcome study
  - **Shows that innovation helps address the problem**
- Economic study
  - **Documents the investment**
- Systems change study
  - **Changes to systems needed to implement innovation**

# Innovation Work: Creation of Innovation



## Overview – Creation of Innovation Phase

---

<b>Starting point</b>	A great idea, or even a developing idea to address a need or gap
<b>End goal of Development Phase</b>	<p>A defined innovation or intervention with evidence that the idea is needed; is unique; is of interest to the intended participants, programs, or providers; and can be implemented. There should be a theory of change, and possibly a logic model, to define the innovation.</p> <p>Some evidence about need and implementation (feasibility testing)</p>
<b>What is NOT known at the end of the Development Phase?</b>	Whether it makes a difference in outcomes

*Focus today is EVALUATION ACTIVITIES, not activities for defining / creating the innovation*

# Evaluation activities for Creation of Innovation Phase

---

- What is the need or gap?
  - **Needs assessment**
- Is there something like this out there already? What is known about it?
  - **Environmental scan**
- Once you have the idea fleshed out, will it work?
  - **Implementation study**

*Focus today is EVALUATION ACTIVITIES, not activities for defining / creating the innovation*

# Innovation Work: Development of Evidence Phase

---



# Overview – Development of Evidence Phase

---

<b>Starting point</b>	A defined innovation
<b>End goal of Development of Evidence Phase</b>	Evidence to support a decision about whether to continue to invest in the innovation  Does the innovation need any tweaks? Can it be implemented in real conditions? Do outcomes change?
<b>What is NOT known at the end of the Development of Evidence Phase?</b>	If the innovation is effective in changing outcomes

## Evaluation Activities for Development of Evidence Phase

---

- **What evidence exists from the Development Phase?**
  - ✓ Environmental scan
- **Can you go to scale and maintain quality? (What does it mean to have fidelity?)**
  - ✓ Implementation study (possibly with a continuous quality improvement process front and center)
- **Can you move the needle?**
  - ✓ Outcome study
- **Does the needle move further with the innovation than without?**
  - ✓ Pilot study
- **Does the system need to change to integrate the innovation in practice? How?**
  - ✓ Systems change study

# All Learning Matters



## What type of learning?

---

- Embrace learning of any kind
- Rinse and repeat—the beauty of innovation
- What questions are of interest to the innovation team?
- How do you make sure you—and others—are learning about the innovation as it is created? While developing evidence on it?

# Example of Resources on RHNTC website

The screenshot shows the RHNTC website search results for the keyword "Innovation". The page features a navigation bar with the RHNTC logo and links for "About", "Resources", "Grantee Spotlights", "Events", and "Connect with RHNTC". A search bar at the top right contains the text "Innovation" and a "Search" button. Below the search bar, a teal banner displays "Search results for 'Innovation'". A filter bar shows "All (34)", "Resources (24)", "Grantee Spotlights (7)", and "Events (0)". The main content area states "We found 34 result(s) for your search." and displays six resource cards in a grid. Each card includes a "Save" button, a "Last Reviewed" date, a title, and a "Go to Resource" button.

Resource Title	Last Reviewed	Category
Assessing Readiness for Rigorous Evaluation Webinar	2022-06   Evaluation and Improvement	Resource
Lessons for TPP Innovation Projects: Highlights from OPA's Innovation Accelerators Webinar	2021-08   Project Planning and Management	Resource
Systems Change Evaluation and Network Analysis Webinar	2022-06   Evaluation and Improvement	Resource
Tip Sheet for TPP20 Innovation and Impact Networks	2021-05   Evaluation and Improvement	Resource
TPP20 Cohort Workshop #1: From Innovation to Impact Slides	2020-09   Project Planning and Management	Resource
Innovative Models for PrEP Programs in Family Planning Sites Webinar	2019-08   Preventive Health Care	Resource

Source: <https://rhntc.org/>

---

# Questions?



Reminder: We will not be taking questions about the NOFOs nor will we be taking questions about individual applications

Resources: [rhntc.org](http://rhntc.org)