

Evaluation 101

February 22, 2023

- Tara Rice, Office of Population Affairs
- Jean Knab, Mathematica

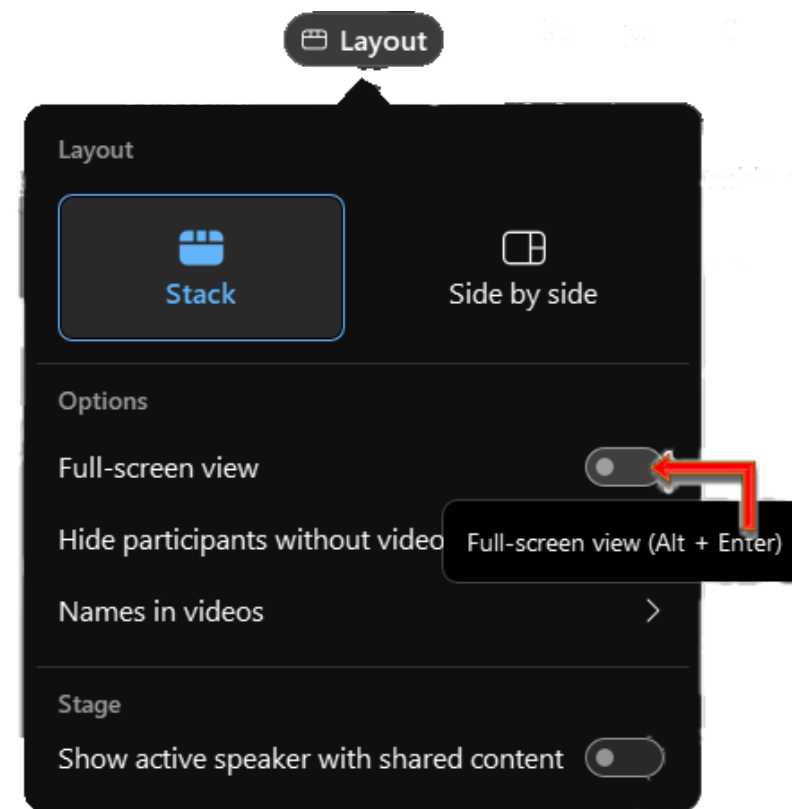
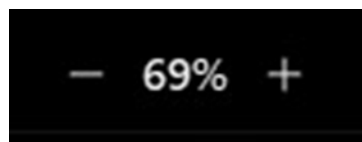


OASH

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Population Affairs

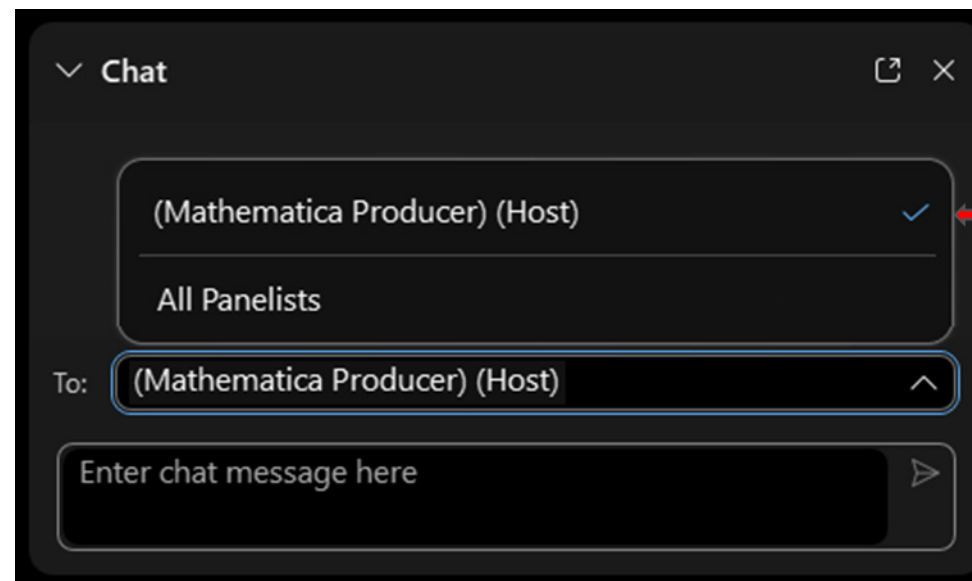
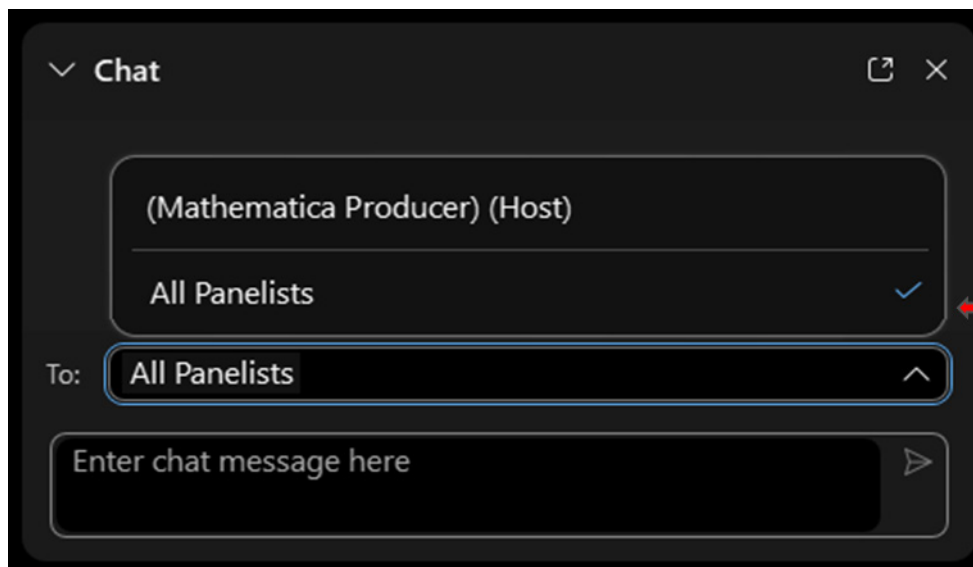
Event Window Adjustments

- 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.



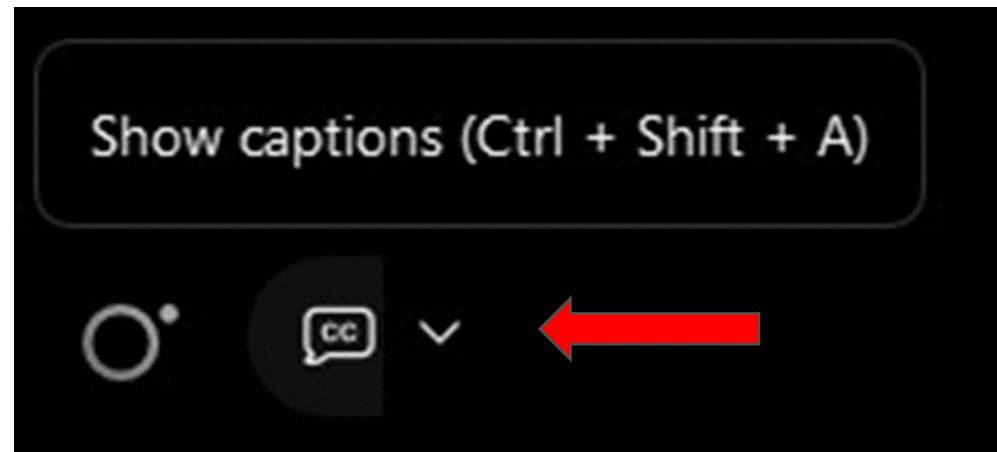
Event Materials

- 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 Tara Rice, 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



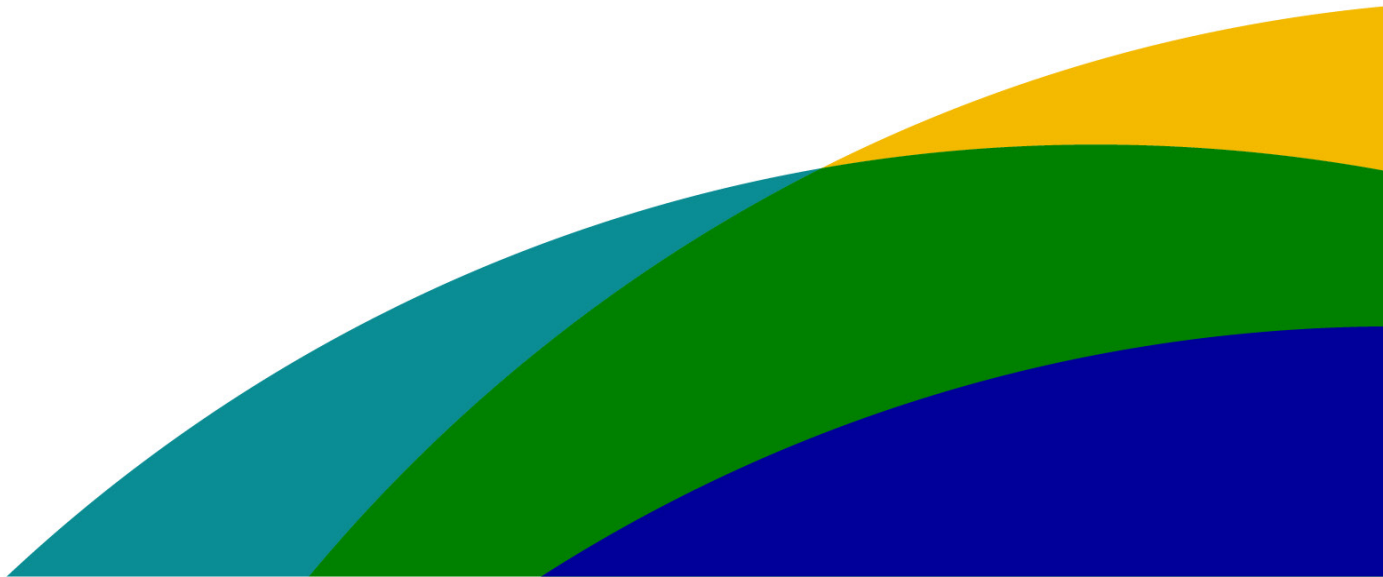
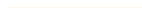
Jean Knab, principal researcher at Mathematica

- Evaluation TA provider for the Teen Pregnancy Prevention (TPP) program since 2010
- Former evaluation TA provider for FYSB's PREIS, Tribal PREP, and SRAE grant programs
- Directs the TPP Evidence Review
- Conducted impact, implementation, and descriptive studies of TPP programs
- Developed resources on healthy relationships and online safety, including online training on sexual health for parents and caregivers of youth in foster care, and resources for teachers and parents of youth with intellectual disabilities

The webinar series

Webinar	Date and time
Evaluation 101	Now
Approaches to use for monitoring and improvement when implementing a teen pregnancy prevention program	February 23 (2 to 3 p.m. ET)
Approaches to use when conducting formative evaluation of an innovative intervention	TBD
Approaches to use when conducting summative evaluation of a well-defined innovative intervention	TBD

Formative versus summative evaluation



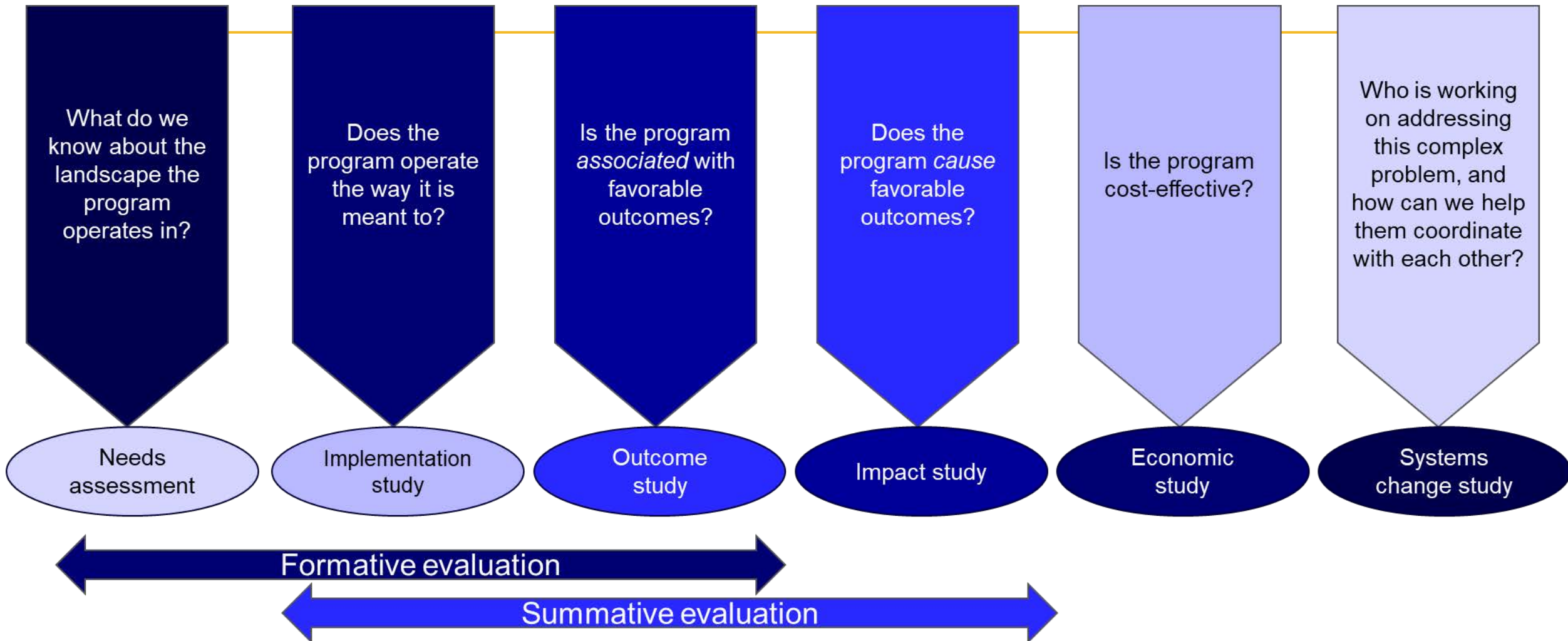
Formative evaluation

- Informs program creation, monitoring, or improvement
- Tests part or all of the program in one round or a series of rounds
 - **Rapid cycle evaluation is a kind of formative evaluation**
- Small scale or large scale
- Can reveal if the program is ready for summative evaluation

Summative evaluation

- Assess whether a program works
- Typically done with a large sample

Which study type(s) are right for you?



Needs assessment

- Which populations of youth need these services?
- What existing programs might address the needs and strengths of these youth?
- How can a program be developed for this population? OR Is the selected program a good fit, or is there a better alternative?
- Is the planned program feasible in this setting?
- How should you adjust the program to meet the needs of the youth you are serving?

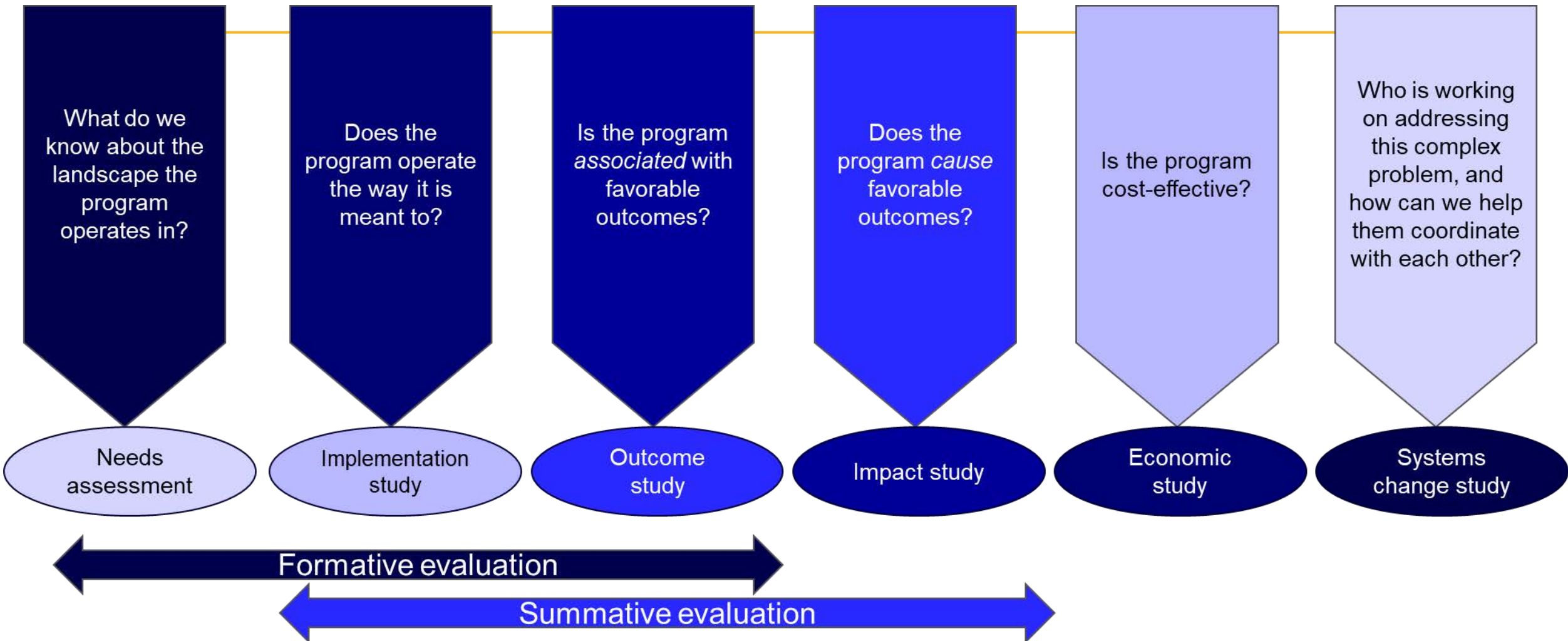
Implementation study

- Did the adaptation made to the visuals resonate with the population?
- Did staff understand the policy change as written?
- Did participants understand the survey questions as you intended?
- Did facilitators feel prepared to implement the program (component)? Did they think youth responded to it?
- Was it implemented with fidelity? Did youth receive the intended dose?
- Were participants engaged? Did they like the program (component)?

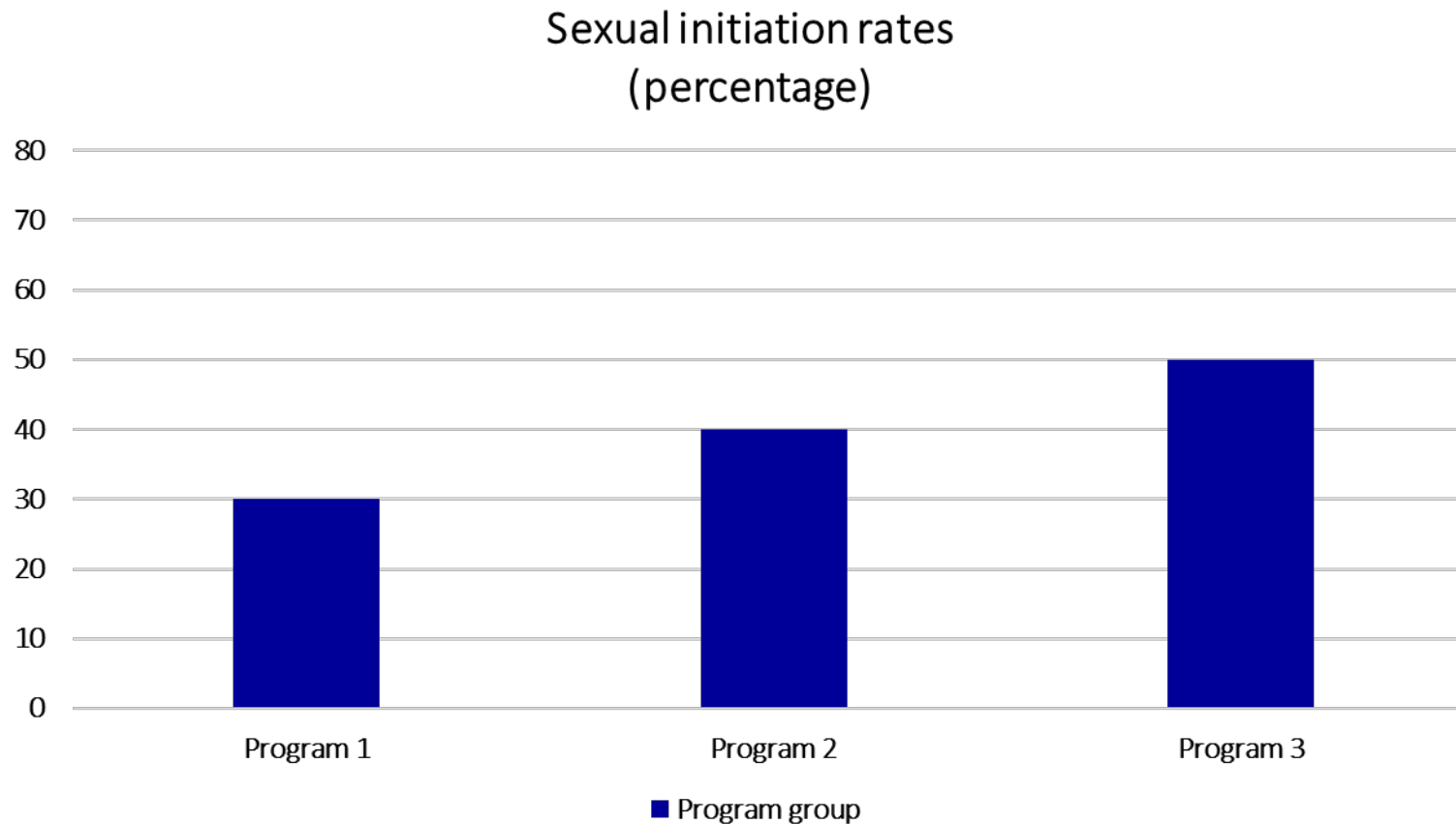
Outcome study

- Is there evidence to suggest outcomes improved for participants?
- Is there evidence to suggest that some types of youth might benefit more than others?
- What is the maximum amount of change in an outcome we might expect to see in a future impact evaluation?

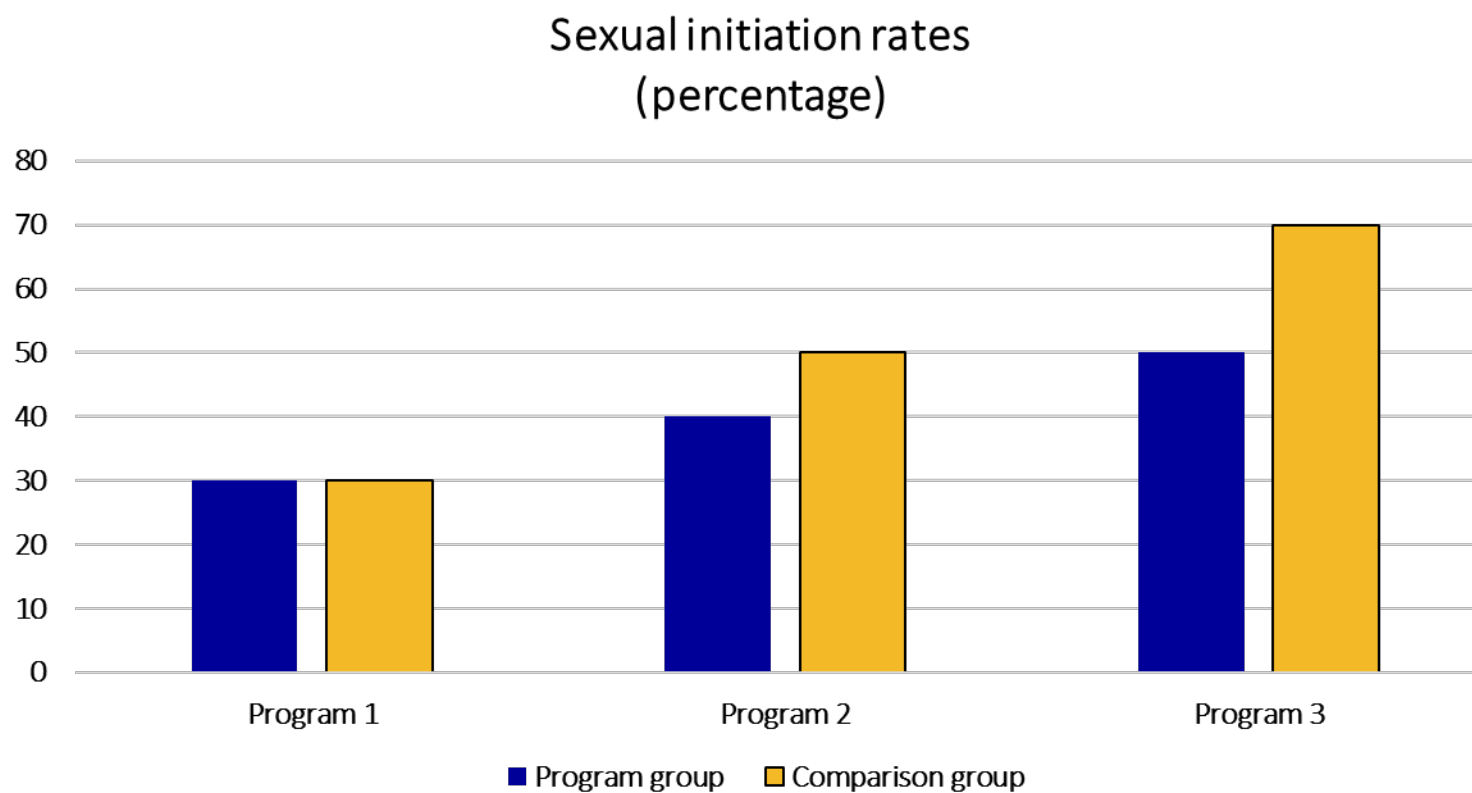
Which study type(s) are right for you?



Which program moved sexual initiation rates best?



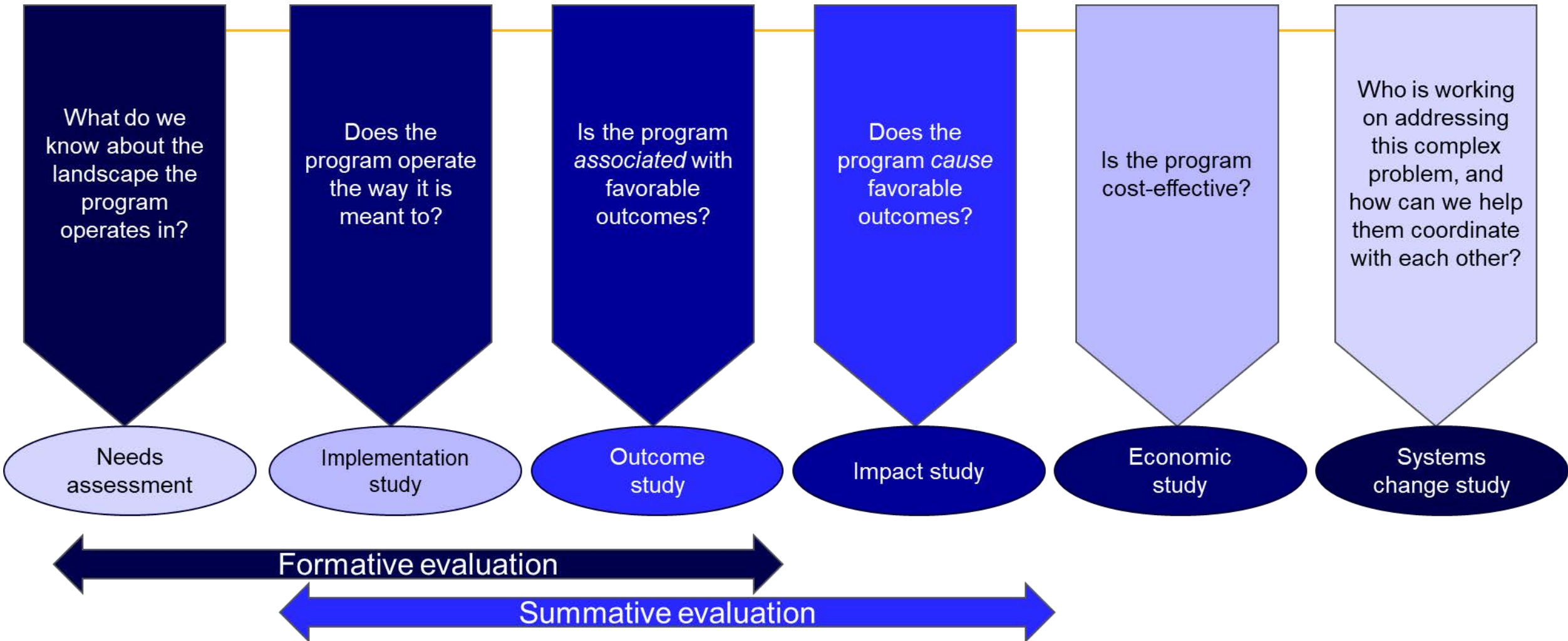
Reassessing which program moved sexual initiation rates best



Outcome studies versus impact studies

Outcome	Impact
Can be done with a smaller sample	Requires a large sample of individuals or sites
Less expensive	More expensive
Can inform impact evaluation readiness, measurement, and practices	Could be challenging to find and convince comparison youth or sites to participate
Presents information on how outcomes changed over time	Presents information on how program or practice caused the changes in outcome over time

Which study type(s) are right for you?



Economic studies

- A cost study is the systematic collection, categorization, and analysis of a program's costs
 - **How much does it cost to implement Program X in a school?**
- A cost-effectiveness study produces metrics that reveal the cost of achieving a change in a specific outcome of interest
 - **What is the most cost-effective option to reduce rates of teen pregnancy?**
- A cost-benefit study determines whether a program's costs were lower than the value of its benefits (in monetary units), which indicates whether the program was an efficient use of resources
 - **Do the benefits of Program X outweigh its cost?**

Systems change study

- Who is part of the network or system, and how did membership change over time?
- What is the nature of collaboration between participating organizations within the system, and did it change over time?
- After the intervention started, were there changes in policies, practice, or resource flows?

Recap

Resources

Topic	Link
Formative evaluation	Tip sheet Formative evaluation toolkit
IRB approval	Tip sheet
Needs assessment	Webinar on assessing need and demand Crafting your best needs assessment
Implementation study	Planning an implementation study How to conduct qualitative analysis
Outcome study	How to conduct pre-post analysis
Impact study	Impact evaluation toolkit Study power calculator
Economic study	Overview of economic methods
Systems change study	Webinar Fact sheet TPP example study

Questions?



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