

Mix & Match Evaluation

For each type of evaluation, you will want to be utilizing at least one evaluation strategy.

Use this tool like a checklist to help determine where you are already using evaluation tools and where you'd like to add strategies.

| Type of Evaluation | Timing | Purpose | Uses | Common Methods | Doing (✓) | Want to Try (✓) |
|--------------------------------|------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------|-----------|-----------------|
| Needs Assessment | Before prevention program | Identify and Prioritize Needs | Decisions about how to allocate resources Whether, where, and when to start new programs | ◇ Interviews | | |
| | | | | ◇ Focus Groups | | |
| | | | | ◇ Surveys | | |
| | | | | ◇ Existing Data | | |
| | | | | ◇ Observation | | |
| Program Theory | Before prevention program | Clarify underlying theory about why and how program works | Improve how program is conceptualized Identify immediate and long-term effects | ◇ Interviews | | |
| | | | | ◇ Document Review | | |
| | | | | ◇ Logic Model | | |
| Process and Performance | During prevention program; After prevention program | Describe how a program is operating | Identify implementation problems Fidelity checks Assessing satisfaction | ◇ Routine data collection | | |
| | | | | ◇ Satisfaction surveys | | |
| | | | | ◇ Fidelity checks | | |
| | | | | ◇ Activity-based evaluation | | |
| Program Impact | At end of prevention program | Determine if program has intended effects and how strong effects are | Decisions about continuation or expansion of program Modifying program | ◇ Pre-/Post-test comparisons | | |
| | | | | ◇ Community Surveys | | |
| Efficiency | At end of prevention program; During program | Compare program costs to outcomes | Large scale policy and funding allocation decisions | ◇ Cost-benefit analysis | | |
| | | | | ◇ Impact analysis | | |