

Evaluation Resources

Websites and Tools

U.S. Department of Education’s Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention—Prevention Basics—Evaluation

(<http://www.higheredcenter.org/prevention/evaluation>) Evaluation resources on this site include:

- Getting Started with Evaluation
- Data Collection and Management
 - What is a Logic Model?
 - Finding Out What Works and Why
 - Types of Data Collection
- Types of Evaluation
- Analyzing and Reporting Results

Prevention Pathways of the Center for Substance Abuse Prevention (CSAP):

Online Courses (<http://pathwayscourses.samhsa.gov>). The courses offer a basic introduction to evaluation to prevention professionals and members of the public. They are designed for people not familiar with the basic concepts of program evaluation. Pathways offers three evaluation courses:

1. Evaluation for the Unevaluated: Program Evaluation 101
2. Evaluation for the Unevaluated: Program Evaluation 102
3. Wading Through the Data Swamp: Program Evaluation 201

American Evaluation Association (AEA) (www.eval.org). The AEA is an international professional association of evaluators. Resources available on their Web site include the following:

- “Guiding Principles for Evaluators,” which describes the professional practice of evaluators and what clients and the public can expect from professional evaluators with whom they work.
- A list of local affiliate organizations to help you locate a qualified evaluator appropriate for your project and budget.
- Links to other resources, including independent consultants and evaluation firms, Web resources on evaluation, and online evaluation handbooks and textbooks.

Beyond Data (www.ces.ncsu.edu/depts/fcs/beyonddata/index.htm). This Web-based resource created by the Department of Family and Consumer Sciences at North Carolina State University focuses on understanding needs assessments and evaluation. It includes an information bank that describes a number of data collection methods, provides sample data for each of these methods (and an interactive quiz to help users understand how to draw implications from data), and reports and presents data so they can be understood by others.

Bureau of Justice Assistance (BJA) Evaluation Web Site

(www.ojp.usdoj.gov/BJA/evaluation/). This Web site provides state staff members, criminal justice planners, researchers, evaluators, and local practitioners with a variety of resources for evaluating criminal justice programs. The site includes information on the following topics:

- Guide to Program Evaluation
- Type of Research Designs
- Developing and Working with Program Logic Models
- Including Evaluation in Requests for Proposals
- Publications and Presentations
- Resources on Evidence-Based Programs and Practices

Community Toolbox (<http://ctb.ku.edu/index.jsp>). This Web site was created and is maintained by the Work Group on Health Promotion and Community Development at the University of Kansas, in collaboration with AHEC/Community Partners in Amherst, Massachusetts. The toolbox includes practical guidance for the tasks necessary to promote community health and development. The Toolkit offers:

- Assessing Community Needs and Resources
 - Outline
 - Community Tool Box Resources
 - Examples
 - Online Tools
- Evaluating the Initiative
 - Outline
 - Community Tool Box Resources
 - How-to Information
 - Examples
 - Quick Tips and Tools
 - Online Tools

In addition to sections on evaluation and assessment, the toolbox contains sections on the following topics:

- Analyzing Problems and Goals
- Developing a Framework or Model for Change
- Developing Strategic and Action Plans
- Developing an Intervention

Publications Available Online

Framework for Program Evaluation in Public Health

(www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm). “Morbidity and Mortality Weekly Reports,” 48 (RR11). September 17, 1999.

This framework from the Centers for Disease Control (CDC) is a tool to summarize and organize elements of program evaluation. The framework comprises steps in and standards for effective program evaluation. This framework will enable users to understand each program’s context and improve their ability to conceive and conduct program evaluations. Emphasis is on practical, ongoing evaluation strategies that involve all program stakeholders. Understanding and applying the elements of this framework can help users plan effective public health strategies, improve existing programs, and demonstrate the results of resource investments.

W. K. Kellogg Foundation Evaluation Handbook (<http://www.wkkf.org/knowledge-center/resources/2010/W-K-Kellogg-Foundation-Evaluation-Handbook.aspx>)

The Handbook covers:

- Levels of evaluation
- Components of project-level evaluation
- Planning and implementing project-level evaluation
 - Preparing for an evaluation
 - Designing and conducting an evaluation
 - Communicating findings and utilizing results

User-Friendly Handbook for Mixed Method Evaluations

(<http://www.nsf.gov/pubs/1997/nsf97153/start.htm>) Arlington, VA: National Science Foundation, 1997.

This handbook is based on the recognition that experienced evaluators have found that the best evaluation results are often achieved by using mixed-method evaluations, which combine quantitative and qualitative techniques. It contains a discussion of the differences between quantitative and qualitative evaluation methods and how the two can be used together to provide a comprehensive perspective on a program’s success.

Writing@CSU Writing Guides: Empirical Research

(<http://writing.colostate.edu/guides/index.cfm>). This Web site provides a series of “online textbooks” created at the Writing Center at Colorado State University that provide detailed coverage of many issues relevant to evaluation and other types of quantitative and qualitative research. Publications in this series include the following:

- Reliability and Validity
- Generalizability and Transferability
- Experimental Methods and Design
- Case Studies
- Survey Research
- Content Analysis

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