

Step 5: Evaluation

Perspectives of program staff, local evaluators, and technical assistance providers

University of Alaska Anchorage



Purpose and Method

- To learn about data collection and evaluation experiences
- Key informant interviews and one focus group
- Participants
 - program staff ($n = 7$)
 - local evaluators ($n = 4$)
 - technical assistance providers ($n = 6$)

Evaluation Successes

- iterative use of data
- structure from logic models
- coalition involvement
- capacity building

“I think the experience has been priceless, because I think any prevention work we do from now on, it’s going to be much more informed and much more focused, and it’s going to include strategies that are going to be much more effective. I think that knowing all of that is going to benefit the community...” – program staff

Evaluation Challenges

- staff turnover
- difficult terminology and concepts
- data collection
- late strategy implementation
- working with a coalition

“I feel like this grant in particular has got some pretty hefty topics, and wanted to measure change in short periods of time, which I don't think we'll see in our community...You know, with the things like building capacity maybe, but not so much like shift in perception or behavior.”

– program staff

Evaluation Recommendations

- training and education
- use of evaluation data
- roles and responsibilities
- collaboration and communication
- coalition involvement

“I feel like that's sort of like a magic ingredient, is getting people together who really care and— you know, getting everybody on the same page and kind of slowing it down so that everybody has a space for their perspective and their voices to be heard and everyone can listen.” – local evaluator