So What Now?! Evaluation and Data Collection Webinar Series

Asking the Right Questions for your Data Collection Activities

November 8, 2011
Tabono CBA works with Organizations to:

• Improve HIV Programming

• Reduce HIV Risk and Transmission in various communities
• **Evidence Based Interventions (EBI):**
  Pre-Implementation, Implementation, Maintenance and Adaptation support for: SIHLE, FOY, d-up!, SISTA

• **Public Health Strategies (PHS):**
  Guidance for CBOs that provide Counseling, Testing, Referral (CTR and Comprehensive Risk Counseling and Services (CRCS))

• **Monitoring & Evaluation (M&E):**
  Training and Technical Assistance (TA) on evaluation planning, process and outcome measures and tools, community discovery, logic modeling and more…

• **Cultural “Competency”:**
  Customized Trainings and TA on workplace diversity, individual and group facilitation skills, and all related special issues faced by the youth, LGBTQ, MSM and women populations in your local community.
Meet Your Presenters:

B.A Laris & Carnelius Quinn

A few B.A Highlights:
• ETR since 1999
• CDC – DHAP Tabono CBA
• FYSB & State PREP
• CDC - DASH evaluations on nutrition and PA
• GLBTQ support for districts
• CA Office of Family Planning (OFP)
• TA and Evaluation in West Africa
• Avid Triathlete, Pilates Instructor and Mom

A few Carnelius Highlights:
• ETR since 2010
• CDC – DHAP Tabono CBA
• Providing TA nation-wide
• Adapting Youth Interventions
• LGBTQ inclusivity in clinics
• Youth Development in correctional and residential settings
• Trainer on several EBIs
• Loves writing, dancing and being an uncle!
Look before you leap 
for as you sow, 
ye are like to reap. 
~ Samuel Butler
Workshop Agenda

• Objectives

• Review of Evaluation Plan Components

• A Closer look at 4 Data Collection Methods

• Data Collection Protocols

• Data Collection Considerations

• Questions
Workshop Objectives

• Increase knowledge about collecting evaluation data
• Improve knowledge about different types data collection methods
• Enhance comfort with how to implement four data collection methods (surveys, focus groups, logs, observations)
WHERE ARE YOU FROM?
Are we “over-thinking” it?

Hang on... We must be doing something wrong...
How does the saying go again?
Evaluation Plan Overview

- **Outcome Objectives:** Identify the questions you need to answer for your program
- **Data Sources:** Decide who will provide information to answer your questions
- **Data Collection Methods:** Identify how you will find out the answers to these questions
- **Timing:** Determine when you will collect information to answer your questions
# Evaluation Plan Simple Template

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Parfait... everybody loves parfait!!
**Data Collection is**…..the process of gathering and measuring specific information, in a systematic way to evaluate outcomes, answer research questions, and test hypotheses. While methods vary, the emphasis stays on ensuring accurate and honest collection.
Data sources may include...

- Existing documents/records/data
- Program participants
- Program implementers
- Community stakeholders
- Media
Common Data Collection Methods

- Interview
- Document Review
- Photo voice
- Journals
- Video documenting
- Portfolios
- Secondary analysis
- Self-assessment
- Media tracking
- Environmental assessment
- Case study
- Survey
- Logs
- Focus Group
- Observation
What is a survey?

GET ALL THE INFORMATION YOU CAN, WE'LL THINK OF A USE FOR IT LATER.
What does a survey include?

- Identifying information
- Directions (sample questions)
- Demographic questions
- Knowledge questions
- Attitude questions
- Behavior questions
- Reaction or satisfaction questions
- Thank you
What can identifying information look like?

SF Team MIDDLE SCHOOL
Fall 2011 SURVEY

We need your help answering some questions! Your answers will help make the after school program better. **Put ONE check mark next to the response that best fits your answer.**

First Name:_________    Last Name: _________________

Grade:       ☐ 6th       ☐ 7th       ☐ 8th
Gender:      ☐ Male      ☐ Female

School: ___________________________
What can a unique identifier look like?

Please fill in this box and remove this page from your survey. This page will be collected before we begin.

Today’s Date: ________________________________
School: _____________________________________
Grade: ___________________        Class Section:     _______

Number of letters in your last name: ________________
First letter of your first name: ______________________
Number of brothers and sisters you have: __________
Your date of birth (month, day and year): __________
What Can Sample Questions Look Like?

EXAMPLE: FILL IN THE NUMBER

In the last seven (7) days, how many chocolate bars have you eaten?

NUMBER OF CHOCOLATE BARS – Your best guess is fine.

0 2

Fill in the boxes with the correct number. For any number less than 10, put a zero (0) in the first box. For example, if you had eaten 2 chocolate bars in the last 7 days, you would write “0” in the first box and “2” in the second box. If you had eaten 15 chocolate bars, you would write “1” in the first box and “5” in the second box.
What can K-A-B questions look like?

I understand the changes my body is going through during puberty.
- Strongly Agree
- Disagree
- Agree
- Strongly Disagree
- Not sure

How comfortable would you be saying NO to sex with a boyfriend/girlfriend, when you DON’T want to have sex?
- Very comfortable
- Kind of comfortable
- Kind of uncomfortable
- Very uncomfortable

What are your thoughts about having sexual intercourse in the NEXT 3 MONTHS?
- I’m sure I will have sex in the next 3 months
- I probably will have sex in the next 3 months
- I probably won’t have sex in the next 3 months
- I’m sure I won’t have sex in the next 3 months
### What can reaction questions look like?

<table>
<thead>
<tr>
<th>About you...</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is always a staff member in this program I can go to for help if I need it.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I am a better student since participating in this program.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I would recommend this program to other students.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Overall, I am satisfied with this program.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

What do you want to change about this program next year?
Surveys: Other things to think about

• Confidentiality
• Writing questions
• Format
• How long will it take
• Who administers
• Who collects
• Do you need permission
What is a log?

...a structured format to collect ongoing information about the implementation of a session or activity

- Monitoring completion
- Providing current feedback
- Assessing fidelity
- Providing detailed implementation information
- Reviewing staff productivity
What does a log include?

...Usually the things that you need to report on to your funder or your boss!

• Date/time frame
• What was done
• How many were reached
• Accomplishments and barriers
• Other feedback
Example: Log by session

Location: 
Date(s) outreach: 
Timeframe: 
Number of clients: 

Thinking about the outreach session you just conducted, answer the following:

1. In general, what topics/activities were you planning to cover today?

<table>
<thead>
<tr>
<th>Topics (fill in)</th>
<th>With how many of the clients were you able to cover this topic?</th>
<th>If marked “None or Some,” what prevented you?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ None □ Some □ Most □ All</td>
<td></td>
</tr>
</tbody>
</table>

How interested were the individuals you talked with today about the information?

Not at all interested 1 2 Somewhat interested 3 4 Very interested 5

Overall, how would you rate this location for conducting outreach?

□ Poor □ Fair □ Good □ Excellent

Comments:

What part of the outreach session do you think had the most impact on individuals reached? Please explain.
Example: Monthly Logs

**Academic Skill Building**

Please complete the following information for every academic skill building activity that was offered this month.

**Help Filling out this Section**

- indicates that the activity doesn't have complete data and IS NOT counted for this month.

- indicates that the activity has complete data and IS counted for this month.

To view Activity information detail, move the mouse cursor over the name of the activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total Number of Activity Hours this Month</th>
<th>Number of Participants</th>
<th>Change Activity Schedule Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Hour K-2</td>
<td>48</td>
<td>87</td>
<td>update activity details remove</td>
</tr>
<tr>
<td>Power Hour 3rd-5th</td>
<td>48</td>
<td>55</td>
<td>update activity details remove</td>
</tr>
</tbody>
</table>

+ Add an Activity

**Highlights & Challenges this Month**

**Highlights**

We helped provided the projector for the PTO’s Family Movie.
Logs: Other things to think about

- Tracking completion
- Timing
- Format
- Incentives
- Summarizing

"Look! — that lucky stiff Oog got a data entry job!"
What is a focus group?

...a structured discussion that follows a particular format

- Exploring opinions
- Probing for information
- Testing reactions
- Uncovering new areas or ideas
What does a focus group include?

- Welcome/Icebreakers
- Group Agreements
- Introductions
- Warm-up/Opening Questions
- Key/Central Questions
- Closing
## Example: Focus Group

<table>
<thead>
<tr>
<th>A. Introductions</th>
<th>Group agreements/consent</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Icebreaker</td>
<td><em>5 Min.</em> The group facilitators should go first. Have fun with this!</td>
</tr>
<tr>
<td></td>
<td><em>We’ve placed name cards on the table in front of you to help us remember each other’s names. Let’s find out some more about each other by going around the table and introducing ourselves.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. Introductory Questions about bullying and harassment</th>
<th>We want to start by getting a sense of how safe people feel at school.</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.1. Extent of problem</td>
<td>- How would you describe your school environment?</td>
</tr>
<tr>
<td>Probe for:</td>
<td>- Tell us about harassment and bullying on campus. Or, to what extent do students harass and bully each other on campus?</td>
</tr>
<tr>
<td>◎ How safe do you feel?</td>
<td>◎ Can you describe a typical situation?</td>
</tr>
<tr>
<td>◎ What type (physical and verbal)</td>
<td></td>
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</tbody>
</table>
Focus Groups: Other things to think about

- Need a moderator and a note taker
- Number of participants
- Logistics (supplies, location, incentives)
- Recording and transcribing the session
- Length of time
- Time of day
- Qualitative analysis
**Surveys**

- Breadth
- Large samples
- High generalizability
- Standardized
- Simple; objective; less rich;

**Focus Groups**

- Depth
- Small samples
- Low generalizability
- Flexibility
- Rich and complex; subjective
What is an observation?

...a structured method of surveillance of an activity or session

• Assessing fidelity
• Identifying things that work well
• Reviewing implementation challenges
• Determining important process or content factors

"Peeved? Certainly. Crabby? Without a doubt. Surly? Yes, but believe me, you're not a mad cow."
What does an observation include?

- Date
- Observer
- How observed compares to what was expected
- Environmental issues
- Other feedback or comments
### Example: Session Observation

#### Please check off activities that were completed

<table>
<thead>
<tr>
<th>Activity</th>
<th>Facilitator</th>
<th>Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction</td>
<td>Had youth introduce themselves, Explained importance of Group Agreement</td>
<td>Introduced themselves one at a time, Made suggestions for agreements, Signed group agreements</td>
</tr>
<tr>
<td>2. Networking</td>
<td>Explained the networking game</td>
<td>Placed their networking sheet in a safe place</td>
</tr>
<tr>
<td>Icebreaker</td>
<td></td>
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<tr>
<td>3. Journal Decorating</td>
<td>Explained the importance of the journal</td>
<td>Decorated journals</td>
</tr>
<tr>
<td>4. .....</td>
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Were there any activities that took too long? Why?

Were there any challenges with the activities/session? If any of the activities were skipped, please describe the reason.

Did an activity go especially well?
Observations: Other things to think about

- Frequency
- Observer
- Recording
- Analysis
The pure and simple truth is rarely pure and never simple!

~ Oscar Wilde
Data Collection Protocols

If I’d known they wanted me to use all this info— I would never have asked for it!
What do data collection protocols include?

• Evaluation Design and Data Collection Overview
• Data Collector Comportment and Attire
• Confidentiality
• Voluntary Participation
• Eligibility
• Informed Permission
• Answering Questions
• Refusals
• Forms to be Completed by Data Collectors
• Compensation
• Tracking
• Departing the site
What does a survey administration protocol include?

- Site Arrival
- Materials Needed
- Meeting with the staff/administrator/teacher
- Preliminary Procedures
- Surveying participants
- Important Timing Considerations
- Staffing Needs
- Equipment needed
- Instructions to participants
Data Collection Considerations

- Resources
- Time constraints
- Quality of data
- Sensitivity
- Logistics
- Ensuring quality
  - Validity
  - Reliability
- Cultural sensitivity
If you have knowledge, let others light their candles in it. ~ Margaret Fuller
Fifteenth Annual
United States Conference on AIDS
November 10-13, 2011 Sheraton Chicago Hotel & Towers
Chicago, IL

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USCA11
MAKE
CHANGE
REAL
Thank you!

We hope you join us for the next in our “So What Now?!” Evaluation and Data Collection Webinar series:

Mapping Your Program Ideas to a Useful Logic Model  
Jan 18th

What is Really Going On Here… Understanding Situational Analysis  
Feb 29th
For more information on the information presented or to request free CBA services, get in touch!

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