



So What Now?!

Evaluation and Data Collection Webinar Series



Asking the Right Questions for your Data Collection Activities

November 8, 2011



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TABONO CBA

PARTNERING TO BUILD EXCELLENCE IN HIV SERVICES

Tabono means “oar” or “paddle” in the Andinkra language of West Africa. It symbolizes Unity of Purpose and Hard Work to reach a destination or goal.

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”:**

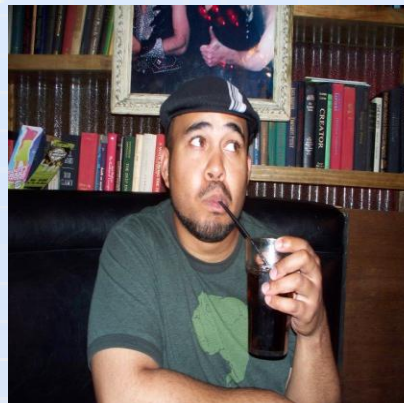
Customized Trainings and TA on workplace diversity, individual and group facilitation skills, and all related special issues faced by the youth, LGBTQ, MSM and women populations in your local community.

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

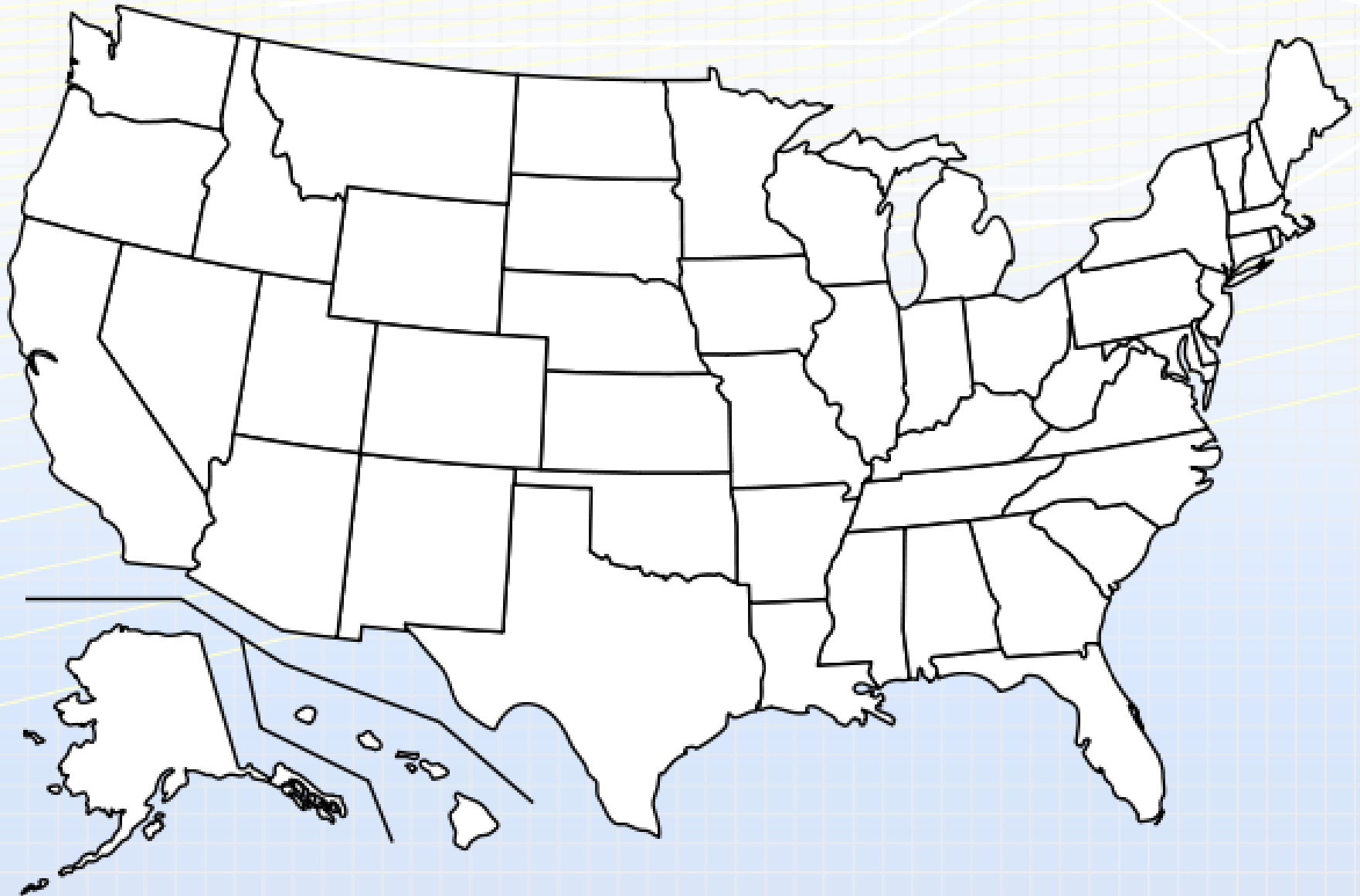
Workshop Agenda

- Objectives
- Review of Evaluation Plan Components
- A Closer look at 4 Data Collection Methods
- Data Collection Protocols
- Data Collection Considerations
- Questions

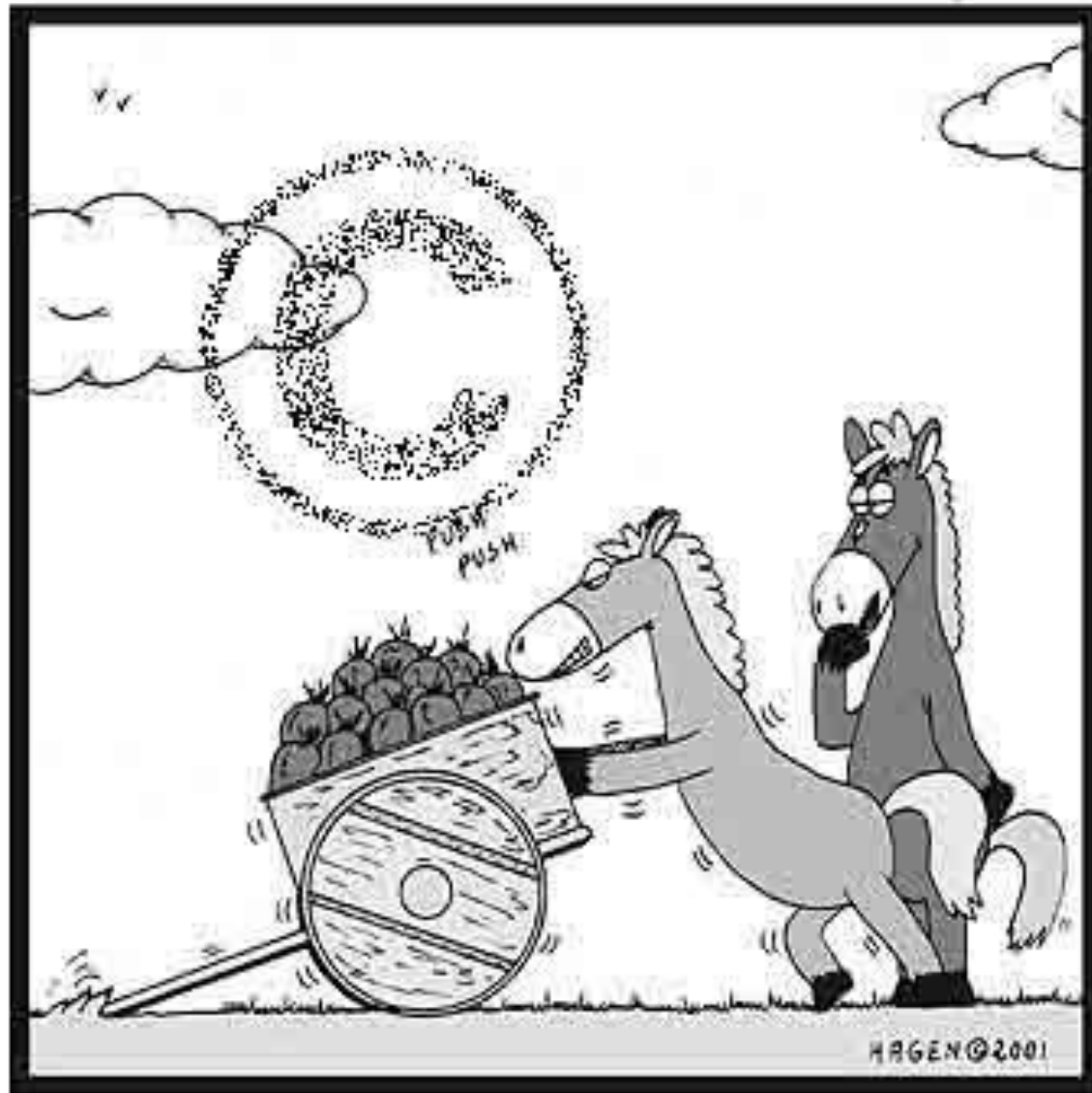
Workshop Objectives

- 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?



search ID: cga02226

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

List your Process and Outcome Questions	Data Sources [Where information comes from]	Methods [Tools you use to collect information]	Details [How you collect information]	Timing [When you collect information]

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

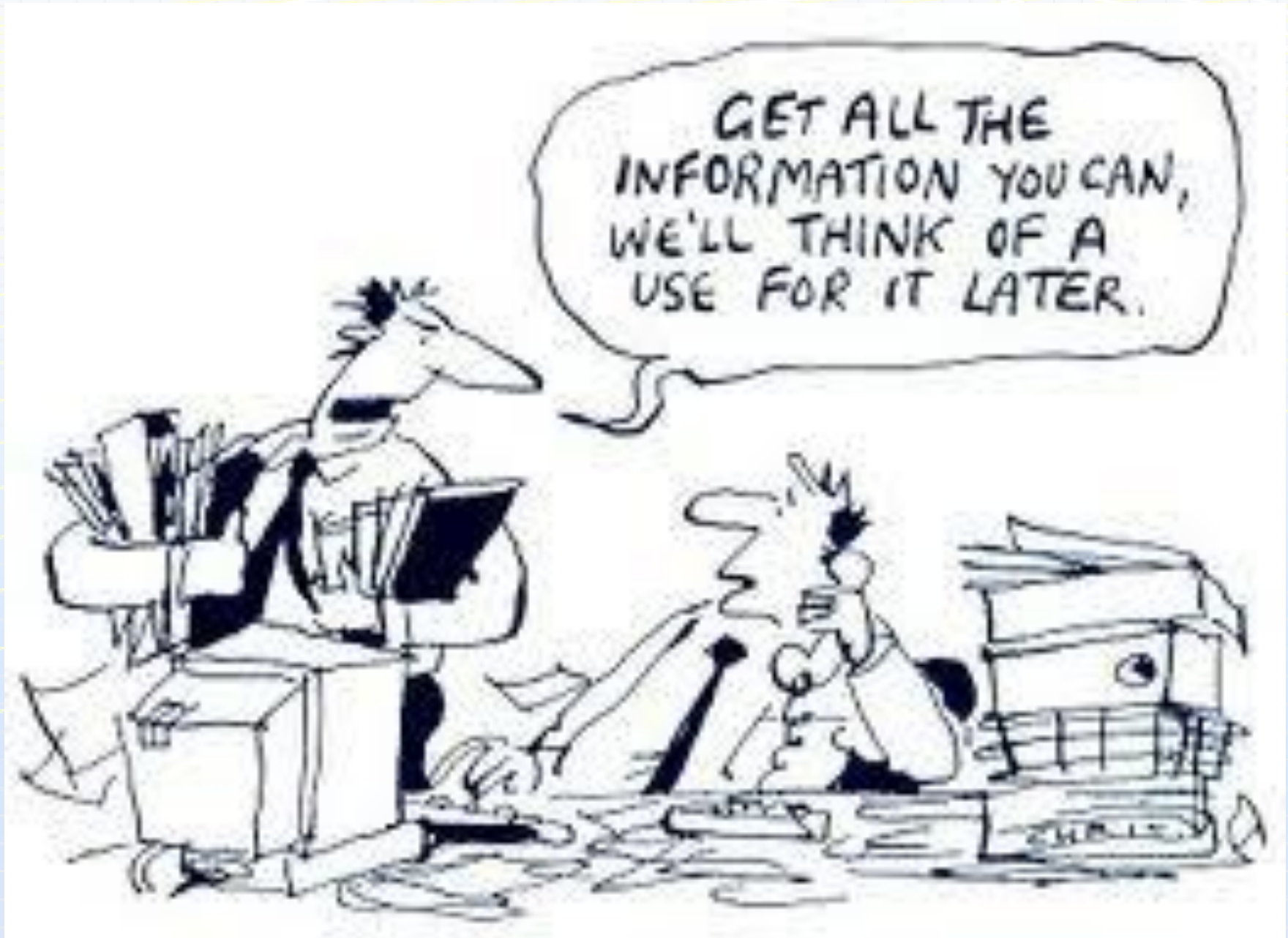


Common Data Collection Methods

- 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?



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?

0	2
---	---

NUMBER OF CHOCOLATE BARS – Your best guess is fine.

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?

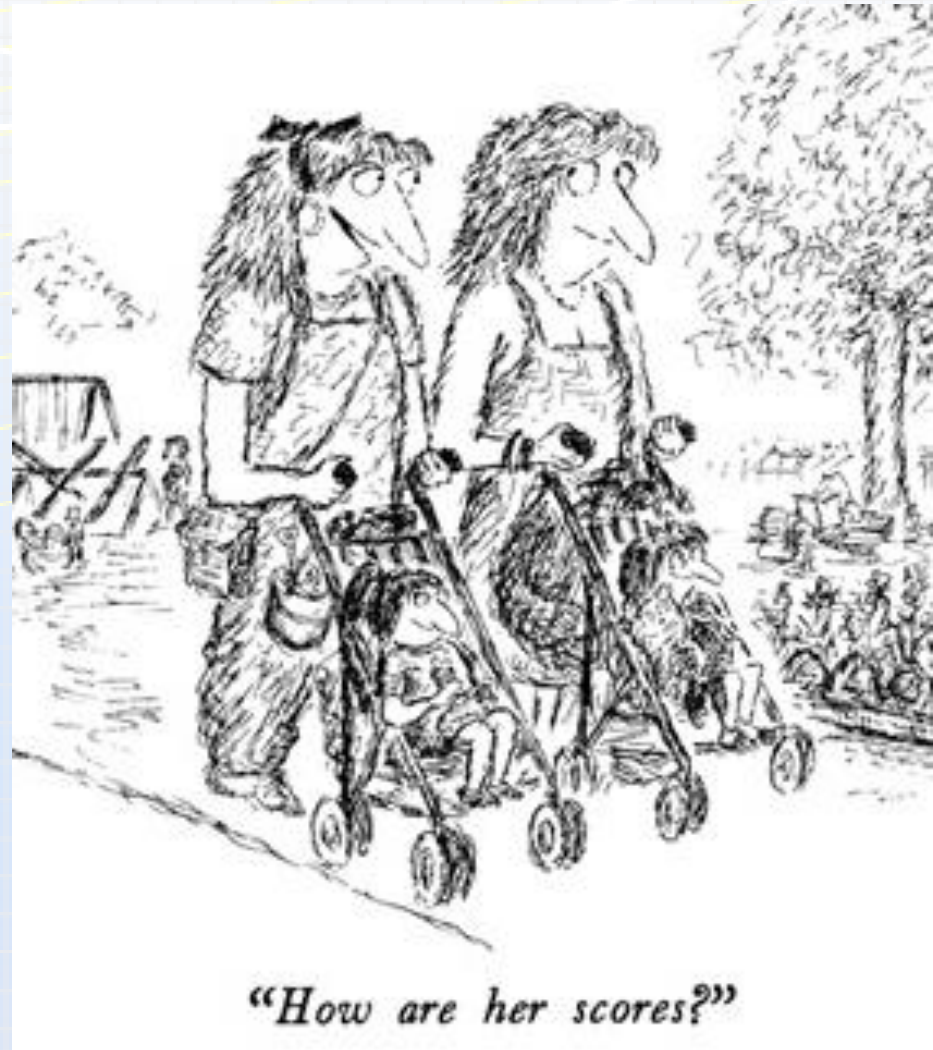
- I'm sure I will have sex in the next 3 months
- I probably will have sex in the next 3 months
- I probably won't have sex in the next 3 months
- I'm sure I won't have sex in the next 3 months

What can reaction questions look like?

About you...	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree
There is always a staff member in this program I can go to for help if I need it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am a better student since participating in this program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this program to other students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I am satisfied with this program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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:

Timeframe:

Date(s) outreach:

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?

Topics (fill in)	With how many of the clients were you able to cover this topic?	If marked "None or Some," what prevented you ?
	<input type="checkbox"/> None <input type="checkbox"/> Some <input type="checkbox"/> Most <input type="checkbox"/> All	

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.

Activity	Total Number of Activity Hours this Month	Number of Participants	Change Activity Schedule Information
● Power Hour K-2	<input type="text" value="48"/>	<input type="text" value="87"/>	update activity details remove
● Power Hour 3rd-5th	<input type="text" value="48"/>	<input type="text" value="55"/>	update activity details remove
+ Add an Activity			

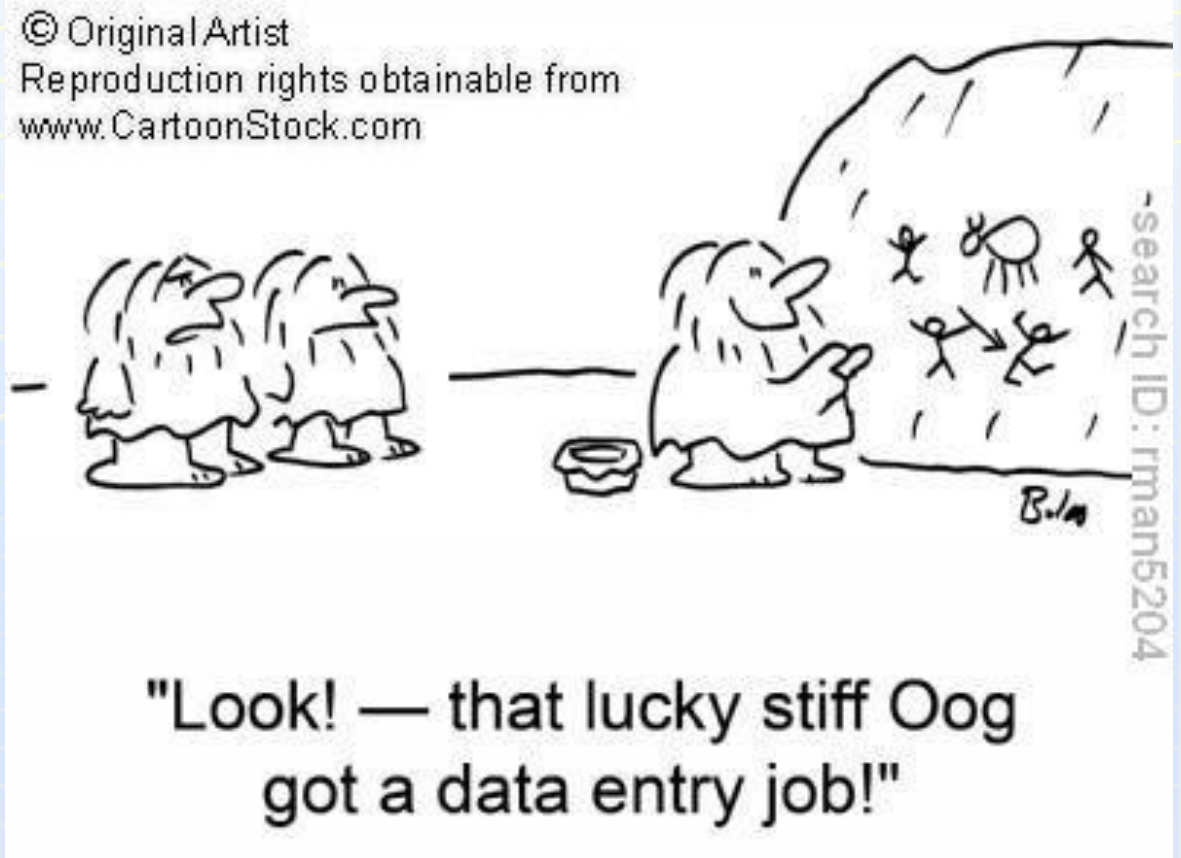
Highlights & Challenges this Month

Highlights

We helped provided the projector for the PTO's Family Movie.

Logs: Other things to think about

- Tracking completion
- Timing
- Format
- Incentives
- Summarizing



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

A. Introductions	Group agreements/consent
<p>B. Icebreaker *5 Min.* <i>The group facilitators should go first. Have fun with this!</i></p>	<p><i>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.</i></p>
<p>C. Introductory Questions about bullying and harassment</p>	<p><i>We want to start by getting a sense of how safe people feel at school.</i></p>
<p>C.1. Extent of problem <i>Probe for:</i> ◎ <i>How safe do you feel?</i> ◎ <i>What type (physical and verbal)</i></p>	<ul style="list-style-type: none">• How would you describe your school environment?• Tell us about harassment and bullying on campus. Or, to what extent do students harass and bully each other on campus?• Can you describe a typical situation?

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

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"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

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Example: Session Observation

Please check off activities that were completed

Activity	✓	Facilitator	✓	Teens
1. Introduction		Had youth introduce themselves Explained importance of Group Agreement		Introduced themselves one at a time Made suggestions for agreements Signed group agreements
2. Networking Icebreaker		Explained the networking game		Placed their networking sheet in a safe place
3. Journal Decorating		Explained the importance of the journal		Decorated journals
4.				

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



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



Questions & Answers



**If you have knowledge, let others light
their candles in it. ~ Margaret Fuller**

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Unite. Speak. Act.





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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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