

Reaching People with Disabilities through Healthy Communities

A Six-Phased Approach to Healthy Community Change

Phase 5 – Evaluation Phase

Phase Description:	The Evaluation Phase is the fifth phase of the Healthy Community Change model, where you will integrate activities that help you to measure your project processes and outcomes. It is important that evaluation activities be discussed and prioritized from the onset of the project and planned to occur at intermittent schedules throughout the project cycle versus waiting until the end to start the evaluation process.
WHY is this important?	“What does not get measured, does not get achieved.” It is important to assess your project activities periodically to ensure that your coalition is being as effective as it can be. Evaluation activities can help you to identify areas for improvement and ultimately help you to realize your goals more efficiently. It gives you the opportunity to examine the coalition’s project processes as well as your PSE outcomes and reach. The evaluation data becomes your project success story.
WHAT activities should you be doing?	<p>1) Early in your Healthy Community process, determine the evaluation questions that need to be answered and the activities that need to be performed and set up a schedule for these activities to occur. Your evaluation activities will initially focus on the process measures surrounding coalition development and maintenance, community assessment, and action planning activities. As you begin implementation, you can then capture outcome measures from your policy, system, and environmental (PSE) changes toward building an inclusive Healthy Community.</p> <ul style="list-style-type: none"> - Example evaluation activities might include online progress report surveys by Community Coaches, coalition members, and/or community partners; key informant interviews; review of community assessment and re-assessment processes and data; supplemental activities, such as windshield tours, photo voices, or walk audits; and systematic review of the Community Action Plan (CAP), PSE strategies, and reach. - It is most beneficial to establish a schedule early in your project process for the evaluation activities, so that you can plan how often one or more activities will occur. This enables you to obtain baseline data and see your progress over time. Some activities will need to be implemented only once or twice each year,

	<p>and other activities may need to occur more often, such as quarterly, bi-monthly, or monthly.</p> <p>2) Be sure that you review the data that you capture for each evaluation activity with your coalition and make adjustments as needed. By integrating an evaluation focus throughout the project process, you will be able to adjust your course of action at any point along the project cycle. In the long term, this will serve as a check-and-balance of the important steps you take in the inclusive Healthy Community process.</p>
WHO in your community should be involved?	<p>If resources allow, you may hire out the evaluation activities to an outside evaluator or you might have access to a local public health evaluator to oversee the project process and outcomes evaluation. With many local communities, resources do not allow for this and the Community Coaches often oversee the project evaluation process. It is important that the Healthy Community coalition understands the evaluation process that you plan to undertake and always are involved in reviewing the data and making adjustments to the project as warranted by the data.</p>
How much TIME does this phase take?	<p>Planning your evaluation activities and schedule will occur early in the Healthy Community process and will persist throughout the duration of your Healthy Community efforts.</p>
What does SUCCESS look like?	<p>Successful project evaluation will include:</p> <ul style="list-style-type: none"> - Developing an inclusive Healthy Community evaluation plan that will examine your project process and outcomes over time, consisting of specific questions you want to answer, activities to implement that will help you answer the questions, and a schedule for implementing the activities; - Identifying in advance who will oversee the evaluation process; - Adhering to your evaluation plan as closely as possible throughout the project process; - Reviewing the evaluation data with your coalition, allowing the coalition to monitor progress and making adjustments as needed.