

What is Programme Evaluation?

Assessment of the quality and effectiveness of a programme

“Application of social science research methods to obtain information on the need for social programmes, the extent to which social programmes are implemented as planned, and the effectiveness and efficiency of social programmes.” (Lipps, 2010).

Why Evaluate?

- Resource allocation
- Documentation of Need
- Improve effectiveness & efficiency
- Test novel small scale interventions
- Address political issues
- Accountability

Types of Evaluations (basic)

1. Needs Assessment
2. Evaluability Assessment
 - a. Programme Logic Model
3. Process Evaluation
 - a. Implementation Analysis
4. Impact Evaluation / Outcome Evaluation
5. Efficiency Analysis

1. Needs Assessment

- Identify needs which are not being met and can also assist with determining scarce resources allocation
- Done with continuous and actively involved key stakeholders

2. Evaluability Assessment

- Determine if the programme can be evaluated at any level
- Weeds out unrealistic goals, poorly implemented programme activities, and implausible linkages between activities and goals, as well as identifying the unintended outcomes of the programme.
- A programme logic model (PLM) is developed. A PLM is a flowchart of how the programme works; the PM includes what inputs go into the programme, who the programme serves, how the group is served, and the goals of said programme as it relates to their participants.

3. Process Evaluation

- Examines the process of the programme – that is the actual delivery of the programme as opposed to its theoretical delivery (on paper). Process evaluation also looks at how funds are being spent.
- One specific type of process evaluation is Implementation analysis, which is concerned with both deliverer and engagement / involvement of participants with the programme (called actual implementation) and if the funds are being efficiently spent.



4. Outcome / Impact Evaluation

- The difference is associated with purposes in the fields. Impact Evaluation is completed in an effort to verify the programme should continue, and the Outcome Evaluation is concerned with measuring that the programme is effecting change at its most distant goal.
- In Applied Social Psychology there is outcome evaluation and it is concerned with answering 2 main questions:
 - Did the programme get the results that it was designed to do?; and
 - Did the benefits of providing the programme exceed the cost of providing it?
- In Health Evaluation, there is impact evaluation and it is concerned with assessing the programme's progress towards its goals and is concerned with immediate changes. In Health Evaluation, Outcome Evaluations are concerned with whether the programme has met its ultimate goal.
- Either way, both are concerned with goal meeting.

5. Efficiency Analysis

- Efficiency is defined as use of money and financial resources
- Two types:
 - **Cost Benefit Analysis** – Ratio between the monetary cost of providing a programme: monetary benefits of providing programme
 - **Cost- Effectiveness Analysis** – Used when programme goals cannot be measured monetarily

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