

## WHAT IS EVALUATION?

It is the measurement of what parts of a project have been successful or unsuccessful.

## WHY EVALUATE – THAT IS, WHAT IS THE PURPOSE OF EVALUATION?

There are two main reasons why we evaluate:

1. An evaluation should provide useful information that can help others learn what to do to improve in the future.
2. It provides a basis for accountability to whoever funded the project (that is, it shows how well you carried out the plans of the original proposal).

## WHAT SHOULD WE EVALUATE? WHAT TYPES OF MEASURES / INDICATORS CAN BE USED?

There are four main features of a project we measure for evaluation:

1. **PROCESS - HOW** the project was done (That is, was the management of the project – the planning, the activities, the staff, the use of resources - effective? If we did the project again, what would we do differently next time?)
2. **OUTPUTS - WHAT** was done. (That is, what activities did we do).
3. **OUTCOMES – WHAT CHANGES** occurred for the individuals who used the project?
4. **IMPACT – WHAT LONG-TERM EFFECTS** will the project have on the individuals who used the project and other people involved in the project (for example, management group, staff, local community, relevant organizations government departments).

WHAT TO EVALUATE	EXAMPLES OF THINGS TO MEASURE
PROCESS	<ul style="list-style-type: none"><li>• Was the way you made decisions effective? Did everyone involved in the management of the project participate in meetings?</li><li>• Were resources (staff &amp; money) used as best as they could be?</li></ul>
OUTPUTS	<ul style="list-style-type: none"><li>• The number of activities or sessions provided.</li><li>• The number of people who attended.</li><li>• Information about project's attendees (eg age, sex, health problems).</li><li>• Other activities completed that were a part of the project (eg meetings held, resources developed etc).</li></ul>
OUTCOMES	<p>Our objectives should indicate who or what we want to change, what we want to accomplish, and our criteria for success. This might be such things as:</p> <ul style="list-style-type: none"><li>• Have we achieved our attendance goals?</li><li>• Has there been improvement in healthy behaviours or use of services?</li><li>• Have more people from the community</li></ul>

	<p>started to use support services?</p> <ul style="list-style-type: none"> <li>• Has the community shown more interest in providing support for the existence of the project?</li> <li>• How many people have wanted the resources we developed?</li> </ul>
IMPACT	<ul style="list-style-type: none"> <li>• Has the quality of life for men and boys in the community improved?</li> <li>• Is more community support available?</li> <li>• Have changes in policy or legislation occurred as a result of our activities (e.g., improving access to education &amp; health services).</li> </ul>

## WHEN SHOULD WE EVALUATE?

Usually we evaluate at the end of a project. However, we need to plan the evaluation right from the beginning so that we can collect the information as we go along.

Sometimes, we need to do “mid-term” evaluation reports as well.

## HOW CAN EVALUATION BEST BE CONDUCTED?

We need to develop and evaluation plan at the beginning of the project.

1. Engage stakeholders who should be concerned with evaluation.
2. Decide what evidence to collect to show what the project will be doing, and make sure the evidence can show if the project is doing things well or not.
3. Make sure that a system is in place so that all measures that will be needed are recorded.

# EVALUATION TEMPLATE FOR MEN'S HEALTH PROJECTS

Different funding organisations may want different formats for evaluation. Below is an example of the type of information usually needed for an evaluation. This example has been adapted from the CCAHP Clearing House. The Clearing House is part of the CCAHP website which can be found at [www.ccahp.org.au](http://www.ccahp.org.au).

<b>NAME OF CONTACT PERSON FOR PROJECT:</b>
<b>CONTACT DETAILS:</b>
Phone number:
Fax:
Postal address:
E-mail:
<b>Project description:</b>
(Please provide a summary of the project's overall aim, target group and main activities –around 250 words)
<b>Why did you decide to do the project?</b>
(How did you decide there was a need? What processes did you use to establish the need?)

**Level of community involvement:**

(Who was consulted? How was this carried out?)

**PROCESS**

- Was the way you made decisions effective?
- Did everyone involved in the management of the project participate in meetings?
- Were resources (staff & money) used as best as they could be?

**OUTPUTS**

- The number of activities or sessions provided.
- The number of people who attended.
- Information about project's attendees (eg age, sex, health problems).
- Other activities completed that were a part of the project (eg meetings held, resources developed etc).

**OUTCOMES**

This might be such things as:

- Have we achieved our attendance goals?
- Has there been improvement in healthy behaviours or use of services?
- Have more people from the community started to use support services?
- Has the community shown more interest in providing support for the existence of the project?
- How many people have wanted the resources we developed?

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<b>IMPACT</b>
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- Has the quality of life for men and boys in the community improved?
- Is more community support available?
- Have changes in policy or legislation occurred as a result of our activities (e.g., improving access to education & health services).

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<b>What aspects of your project worked well?</b>
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<b>What did not work so well?</b>
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(What problems did you encounter during the project eg. Insufficient resources, timelines, staffing or management?)

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**What were the overall costs of the project?**

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(You usually also provide a detailed financial statement as well as this "overall costing".)

**What staff were involved in the project?**

(Note staff who were employed as well as volunteers).

**What resources (if any) did you develop?**

**Did the program continue to run, after funding ceased, in any form?**

(Please describe briefly)

**What advice would you give to another organisation thinking of running this program to help them be more effective?**

**Summary of findings and recommendations from this evaluation**

