

Public Health Approach to Evaluating School Safety Initiatives



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In this self-paced training, Dr. Justin Heinze provides an introduction to evaluation in the field of Public Health and how it relates to school safety initiatives. This training will focus on the following aspects of evaluation: Program Evaluation, Process/Formative Evaluation, Impact/Summative Evaluation, and Evaluation Planning.

Learning Outcomes

- » Define the key components of effective program evaluation.
- » Describe the benefits of program evaluation.
- » Distinguish between process/formative evaluation and impact/summative evaluation.
- » Identify the elements of an evaluation plan.
- » Describe the connection between an evaluation plan and the original proposal.

Key Takeaways

- ✓ Setting goals that are **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-Phased (SMART) is the most effective way to ensure evaluations can sufficiently determine the achievement of the goal.
- ✓ Think about evaluation planning at the beginning of the process so that evaluation can occur across all program stages: beginning (to quantify need), middle (to identify progress or lack thereof), and end (to evaluate impact and inform next steps).
- ✓ When designing your program evaluation, take into consideration what you want to do, why you want to do it, and how you will know whether or not you have been successful. Align your evaluation with the original proposal. The primary goal of evaluation is to determine if the program causes the outcome of interest.
- ✓ Steps to creating a program evaluation include: asking questions, designing the evaluation, collecting data, evaluating the data, and then reporting out on results.
- ✓ Evaluate both the process (formative evaluation) and the outcome (summative evaluation), and their impact on program success, including how they inform your assessment of school safety initiatives.
- ✓ Both quantitative and qualitative data play an important role in program evaluation. Quantitative data provide more information on context and qualitative data provide a richer understanding of impact.

Additional Resources

[CDC Introduction to Program Evaluation](#) - A self-study guide covering the different components of program evaluation.

[Community ToolBox: Developing an Evaluation Plan](#) - Learn the four main steps to developing an evaluation plan.

Questions for Discussion

- » What is the goal of your program? How will you know if that goal is achieved?
- » How will your evaluation program assess both process and impact?
- » What quantitative information should be collected? What about qualitative information? How will this information be reviewed and applied?

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