

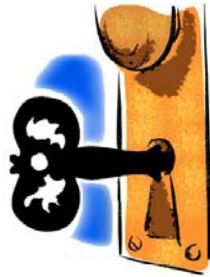


The **SECOND** Key to Sustainability:



Effectiveness

KEYS TO SUSTAINABILITY



Learner Outcomes

At the end of this module, participants will be able to:

- Define quality within the context of implementing effective evidence based prevention strategies (programs, policies, and practices)
- Describe how to assess and ensure implementation quality
- Define the elements of process evaluation and its importance and value to sustainability
- Describe what it means to assure effectiveness

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Learner Outcomes *(cont.)*

- List the elements of a good outcome evaluation report
- Describe what steps to take if strategies are not effective
- Distinguish between the role of agencies and the role of a coalition in achieving population level change
- Describe what steps are needed to assure alignment of effective strategies to ensure population-level change

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2 Effectiveness

Assure Effectiveness and Alignment of the Prevention System

The role and responsibility of agencies and organizations that implement prevention strategies is to assess the effectiveness of the:

- Implementation quality
- Strategy
- Reach and Alignment

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ACTION 5

Assess Implementation Quality for Effectiveness of Each Strategy

Implementation quality is critical to:

- assure an appropriate match between each strategy and the population's needs
- assure feasibility of implementation
- assure appropriateness within cultural context
- maximize the intended benefits of each strategy
- demonstrate effectiveness

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ACTION 5



Assess Implementation Quality for Effectiveness of Each Strategy *(cont.)*

Quality implementation means that the implementers of each strategy:

- Carefully select strategies to match the target population's cultural, developmental and gender characteristics
- Receive training or technical assistance to support appropriate implementation of the intervention
- Work with the developer of the program or the evaluator to understand the core or most important components or elements that are most responsible for the demonstrated outcomes

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ACTION 5



Assess Implementation Quality for Effectiveness of Each Strategy (*cont.*)

**Quality implementation means that the
implementers of each strategy:**

- Assess the need for any adaptations to the strategy, especially the core components, in order to meet the particular needs of the target population
- Seek input from the program developer and carefully planned any needed adaptations

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ACTION 5



Assess Implementation Quality for Effectiveness of Each Strategy (*cont.*)

Quality implementation means that the implementers of each strategy:

- Deliver the program's core components with fidelity whenever possible
- Track implementation through process evaluation to inform outcome evaluation findings
- Utilize process evaluation data to inform and strengthen implementation when outcome evaluation did not reveal desired program results

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Assess Implementation Quality

Consider the implementation of each strategy.

- Does the strategy address problems identified through a data-driven process?
- Does the strategy match the characteristics of the target population?
- Does staff regularly monitor implementation through process evaluation?
- How has process evaluation data been used to improve implementation quality and assure accountability?



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Process evaluation data should be used to build awareness of strategies among key stakeholders by:



- Painting a clear and compelling picture of the population targeted and reached with each strategy
- Communicating this picture to as many key stakeholder audiences as possible using many communication channels



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ACTION 6

Assure Effectiveness of Each Strategy

Prevention strategies are more likely to be sustained when . . .

- Effectiveness in achieving desired outcomes among the target population can be demonstrated through evaluation
- Benefits to key stakeholders and the broader community can be demonstrated

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ACTION 6

Assure Effectiveness of Each Strategy *(cont.)*

- Work with an evaluator to develop an evaluation design that will answer questions not only about whether the intervention is effective, but also how many adaptations may affect the intervention's expected outcomes
- Incorporate key stakeholders' concerns into the evaluation design to assure that the outcomes assessed and the evaluation report will answer the questions and concerns

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Elements of a Good Outcome Evaluation Report:

1. Description of program components, implementation setting, and target population
2. Theory of change and logic model depicting expected order and relationship of changes in outcomes over time
3. Evaluation design and methods clearly articulated
4. Outcomes clearly connected to program components
5. Valid/reliable assessment measures of outcomes



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Elements of a Good Outcome Evaluation Report:

(cont.)

6. Appropriate statistical tests applied
7. Statistical significance tests reported
8. Statistical results interpreted
9. Qualitative data offered in support of quantitatively measured outcomes
10. Limitations of evaluation findings discussed
11. Recommendations for program implementation improvements offered

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Assess Outcome Evaluation Procedures and Reporting

Consider each strategy's evaluation:

- Are you working with an experienced evaluator to assess the outcomes of the strategy?
- What outcome evaluation findings support effectiveness of the strategy?
- If you have received an evaluation report, does it address each of the recommended report elements?
- How have evaluation results been communicated to key stakeholders to inform them of successes and how they can support sustained outcomes?

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If Strategies Have Not Shown Effectiveness . . .

Encourage implementers and evaluators to determine:

- If strategy was a good conceptual fit for the population's needs (review needs assessment data and program theory)
- If program was implemented with quality and adequately reached target population (review process evaluation data)
- If program evaluation design, measures, and analysis were appropriate and valid (review outcome evaluation report)



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If Strategies Have Not Shown Effectiveness *(cont.)*



- Consider substituting an alternative strategy:
 - ✓ when selected strategy cannot be feasibly implemented with quality
 - ✓ when selected strategy is not producing its intended outcomes
 - ✓ if targeted outcomes are achieved and community conditions change



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ACTION 7

Assess Reach and Alignment of Effective Strategies

Develop theory of change and logic model that identifies current strategies, their measured or expected outcomes, and how they logically lead to the long-term behavior change and related community problems targeted

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ACTION 7

Assess Reach and Alignment of Effective Strategies (Cont.)

Conduct a gaps analysis of existing strategies:

- Ensure that there are evidence based strategies that will work together comprehensively to achieve the outcomes targeted in the **theory of change** and **logic model**
- Ensure each current strategy is reaching the target population. If not, consider expanding effective strategies or relying on strategies with greater population reach.

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ACTION 7

Assess Reach and Alignment of Effective Strategies (Cont.)

Develop a coordinated plan to bridge gaps in effectiveness, quality, reach, alignment, and comprehensiveness of existing strategies in order to maximize likelihood of achieving long-term behavior changes among the target population

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