

What Evaluation Is and Isn't, Designing a CBP-Eval

UNM Evaluation Lab Summer Institute

Audrey Cooper, MPH, RN

13 June 2024

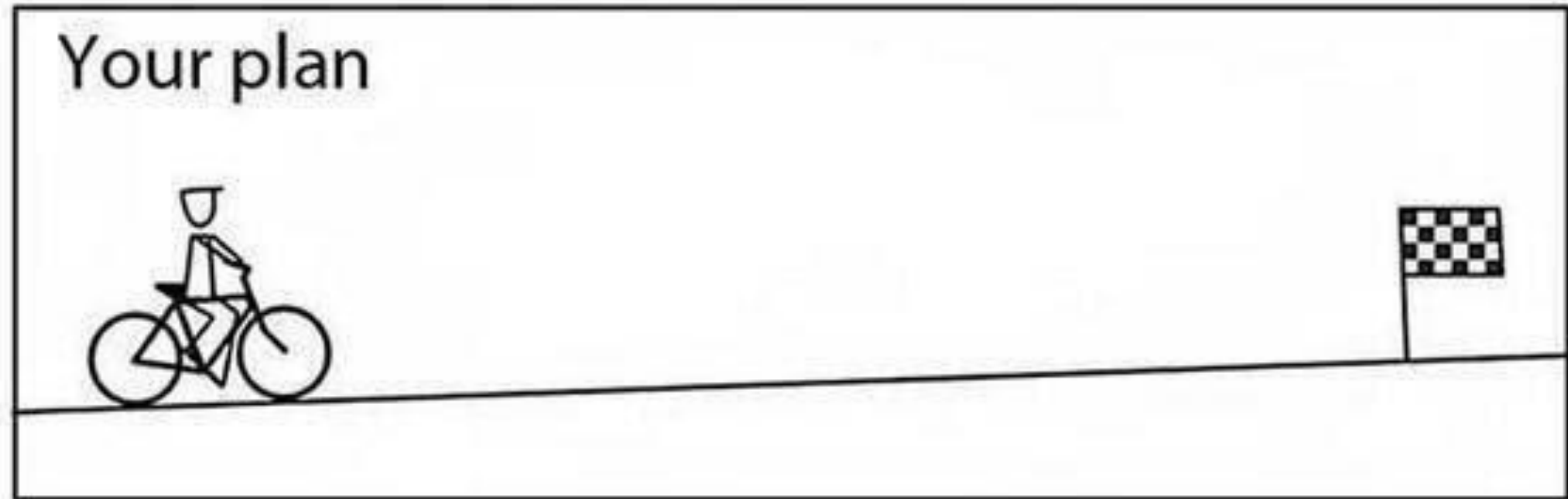


Objectives

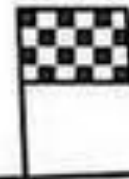
Learn about what community based participatory evaluation is and isn't regarding:

- Planning and implementation
- Prioritization
- Relationship building

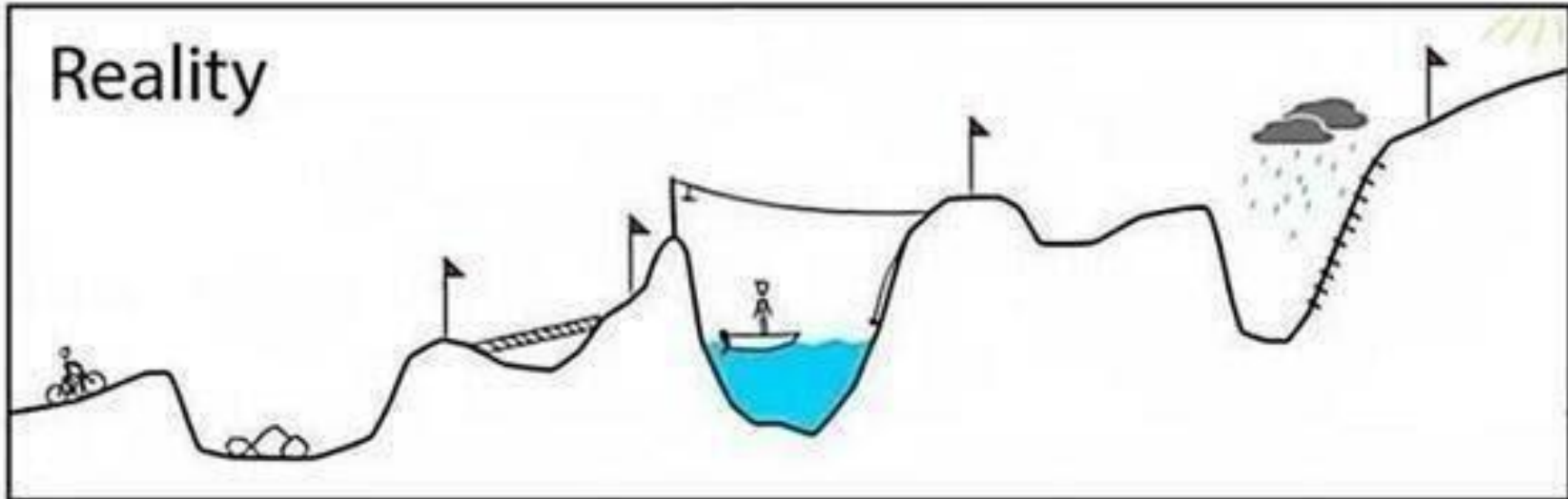
CBPE isn't quick



Your plan



Reality



Avoid the Planning Fallacy

Create a detailed plan together → backwards planning

1. Start with the end
2. Write down everything that needs to get done
3. Assign a timeframe and person/team to each task
4. Create your timeline
5. Ask: what could go wrong? Try to anticipate issues (grant deadlines, vacation times, competing projects)
6. Revise the timeline

Backwards planning: sample checklist

- Begin new evaluation/restart cycle
- Create action plan on recommendations and next steps
- Share final report with key stakeholders including recommendations and next steps
- Create final report
- Submit draft report for feedback from key stakeholders including recommendations and next steps
- Share results with key stakeholders
- Create results reporting tool
- Conduct data analysis
- Collect data
- Pilot instrument
- Create instrument
- Review the literature
- Decide on methods to achieve goal and answer question
- Review the literature
- Decide on evaluation goal and question
- Welcome stakeholders into evaluation process
- Identify stakeholders
- Gather your core team

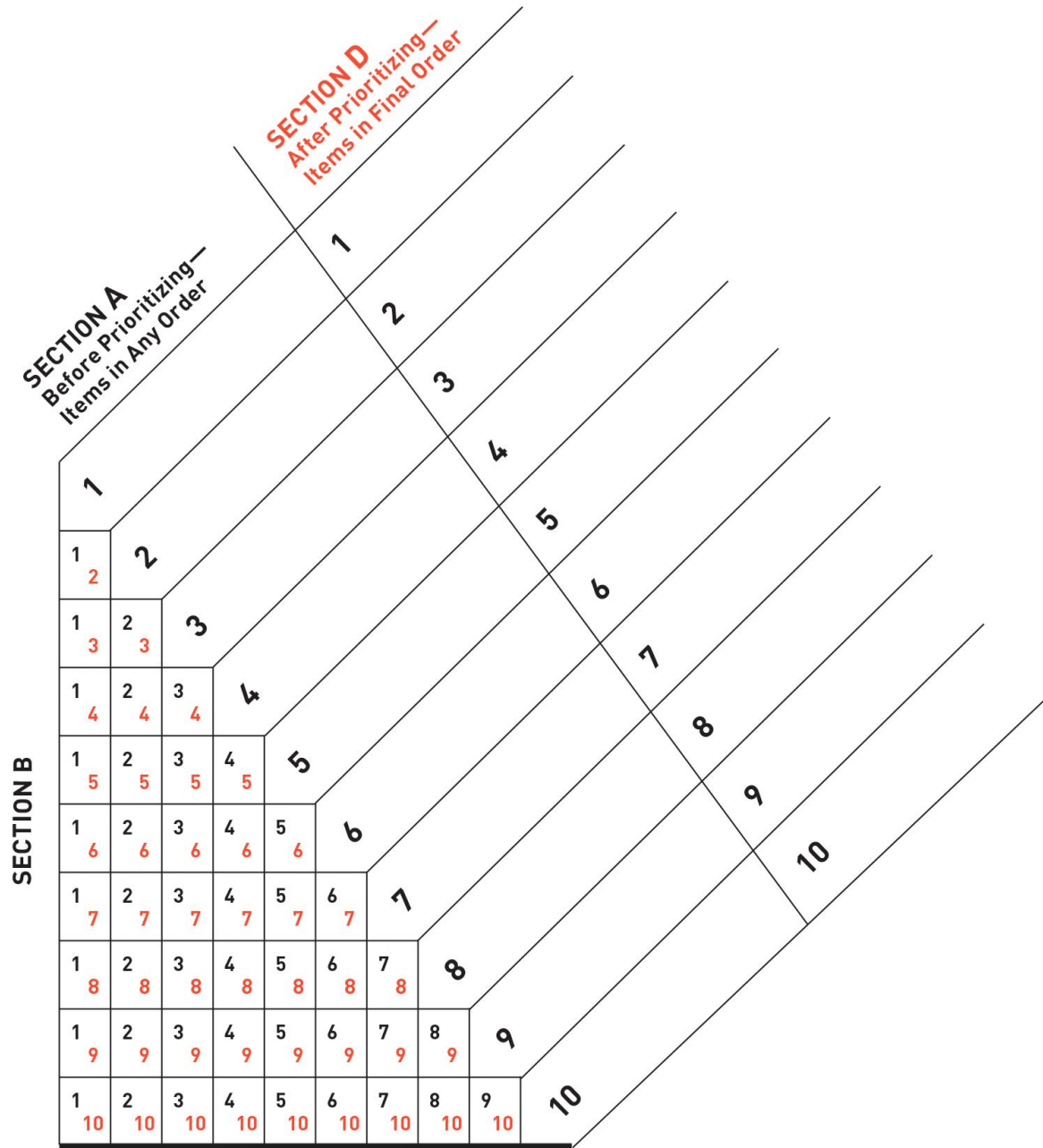
It's not a free for all

- CBPE → the evaluator and the people being evaluated are equal partners in decision making
- CBPE is systematic and intentional
- Develop shared vision, values, and agendas
- Keep things organized!

Put your priorities on the table

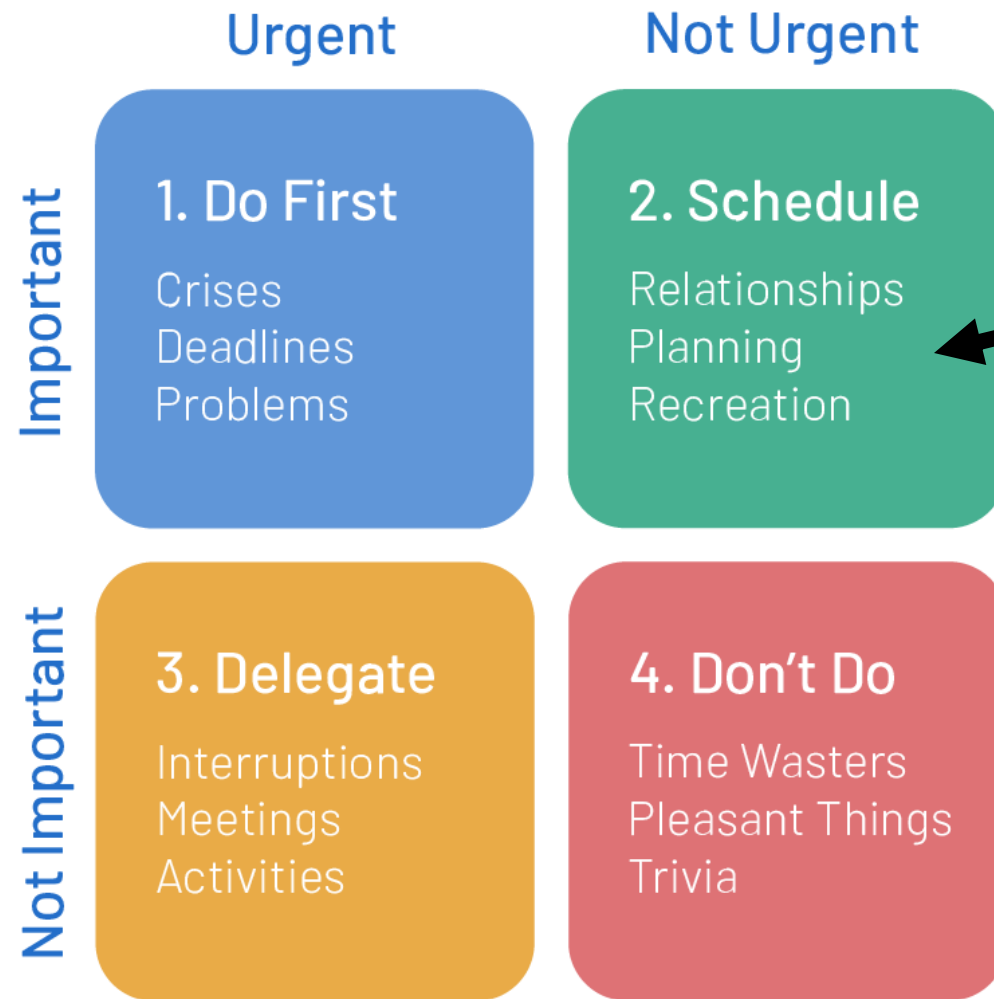
- When working together, brainstorm priorities
- In the early stages, lay out everyone's interests in the evaluation
- If it helps, check out the [Richard Boyles' Prioritizing Grid](#)

PRIORITIZING GRID FOR 10 ITEMS OR LESS



1 2 3 4 5 6 7 8 9 10 } Item number in Section A

It is intentional: Covey Matrix



Evaluation lives here

What it can be: relationship building

- Critical methodology: relationship where the core belief is equal rights and voice between the evaluation team and those being evaluated
- Relationship building:
 - Assess and accept where you are
 - You may need to make amends
 - Be careful to cultivate trust
 - Positive pressure in the right direction-->keep at it
 - Build together, maybe start small

Word to the wise: If you want to go fast, go alone. If you want to go far, go together.

| | Poor relationship | Some relationship | Working relationship | Joyful relationship |
|------------------------|---|---|--|---|
| Communication | Communication is one-sided. Slow or no responsiveness. May even be characterized by hostility, unpleasantness, or demands. Meetings are one sided and/or tense. | Communication is cordial but minimal. Response times are uneven—sometimes slow. Meetings meet basic purpose of exchanging information | Communication is strong and responsive. Emails and calls are answered quickly. Meetings are characterized by a positive back and forth; agendas are co-created by all sides. | Communication is delightful, responsive, and anticipatory. There is a clear smoothness to all exchanges. Meetings are lively with a fluid exchange of ideas and plans. Agendas are co-created. Meeting duties are shared. |
| Resources | Resources are not shared or are distributed unevenly in a way that favors the more well-off. | Resources are shared occasionally. May be somewhat one-sided. | Resources are shared openly and fairly. All sides trust one another to use and distribute resources in everyone's best interest. | Resources are shared openly and fairly with an emphasis on equity and justice meaning that those with fewer overall resources are allocated more and in everyone's best interest. |
| Decision making | Decision making is not shared or is one-sided. Major decisions are one-sided. | Decision making is shared but unenthusiastic. | Decision making is shared and inclusive. All parties have a strong voice and power to advocate for themselves. | Decision making is shared and inclusive with an emphasis on equity and justice meaning that those with less systemic power and voice are given more say in how decisions are made. |
| Results sharing | Results are kept partially or fully hidden from one side. Results are presented in a way that is harmful or reflects poorly on one side. | Results are shared reluctantly. | Results are shared together with all parties coming to consensus on how to report results. Full transparency. | Results are shared together with all parties owning the information and the <u>manner in which it is reported</u> . Full transparency. Very respectful. |

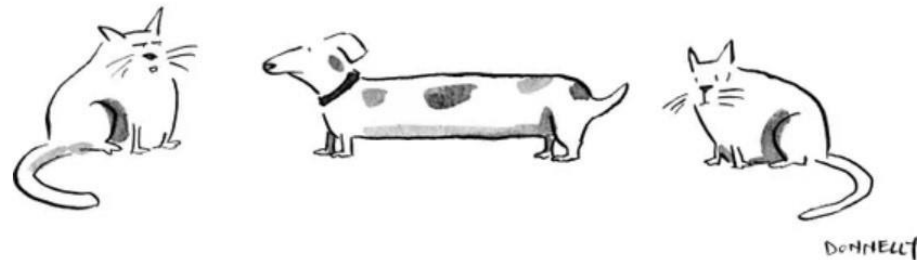
Work in Progress

- Generating and maintaining healthy relationships with stakeholders enhances your organization's ability to achieve its mission and accomplish its desired outcomes through partnerships.
- Including stakeholders in the evaluation planning and process is one way to nurture healthy relationships
- Can you identify which stakeholders you have strong relationships with? Can you identify what makes those relationships strong?
- Can you identify which stakeholders you have little or no relationship with? Can you identify ways to make amends, nurture and/or grow those relationships?



Cartoons from the Issue

Questions or
comments?



“I know about dogs. This is the end you talk to.”