

Evaluation chart

Use

The evaluation chart will help you decide on the most appropriate methods for assessing the achievement of an objective or an intermediate target. The systematic assessment of results will help you in the management of your project and will provide evidence of success. The chart also provides space for additional questions to do with evaluation. Questions regarding evaluation type, data collection methods, time frames and assignment of responsibilities will be determined on the basis of this document.

Instructions

The planning of the evaluation starts during the general planning phase and becomes more detailed and fine-tuned later on in the project (during the detailed planning phase).

Evaluate the attainment of (intermediate) objectives

The following information can be taken straight from the planning table:

- *Categories of objectives* are copied into the grey cases.
- Some *project objectives and intermediate objectives* need an evaluation in order to assess their achievement. They are marked *EV* in the planning table and, with their number, can be copied directly into the column 'No.'.
- *C*: here you can tick those objectives that are stipulated in the contract you have with your client. The indicators and desired target values defined for each objective will be transferred into the columns called *indicators* and *desired target values*. Such target values may still need to be defined for the intermediate objectives.
- *M*: indicate here, at which 'milestone' (give the number) each intermediate objective has to be met.

When planning an evaluation the following questions need to be clarified:

- *Evaluation methods*: which method of data collection is appropriate for each indicator (see *Planning evaluation* in the detailed planning phase)?
- *Time schedule*: when and how often should data be collected?
- *S/O*: should the achievement of the objectives be evaluated by the practitioners (self-evaluation) or by outside researchers? (see introduction to "Forms of evaluation").
- *Responsibilities*: Who is responsible for the self-evaluation or for the contact with the outside researchers?

Additional evaluation questions

The second table provides space for further evaluation questions not directly linked to a project objective or an intermediate target. Questions regarding processes would belong here: participation of target-groups, quality of the interventions, reaching the target-group(s), etc. Indicators are usually needed in order to answer such questions.

Evaluation of goal attainment

No	Objectives (project/intermed.)	C	Indiators	Target values	M	Evaluation methods	Time schedule	S/O	Respons.
1	[Category 1]								
1.1	[Objective 1.1]								
1.2									
2	[Zielklasse 2]								

Additional evaluation questions

No	Questions	Indiators	Evaluation methods	Time schedule	S/O	Respons.

Figure 1: Evaluation chart (example)

Remarks

Combining several methods and perspectives

The most common methods for data collection in health promotion and prevention are questionnaires and individual or group interviews. Other methods used in social sciences may be used alternatively or in a complementary way (e.g. methods of observation, analysis of written records and data, analysis of activities (see *Evaluation methods*). Such methods must only be used by experienced practitioners, otherwise the task should be entrusted to a qualified evaluator. Best results are obtained through a combination of methods that take into account opinions and points of view (such as in questionnaires and interviews) but will also focus on concrete and demonstrable effects in the setting.