Evaluating Community Coalitions & Partnerships

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Five Functions of Evaluation:

1. Improvement

2. Coordination

3. Accountability

4. Celebration

5. Sustainability

- What is it that partnerships do that their members cannot do as well on their own?

- By what means do partnerships produce community-level outcomes?

- **Change Agent**
  (Your community is perfectly engineered to produce the results you are currently seeing.)

- **Service Optimizer**
  (Scale, quality, access, continuity, and sustainability.)

- **Conversation Facilitator**
  (Naming and framing issues, social norms and marketing, teachable moments, issue expert.)

- **Resource Generator**

What do partnerships produce?

| Role	Output	Definition	Metric
Change Agent	Community Change	New or modified programs, policies, and practices.	Instance
Service Optimizer	Services Provided	Information, skills, and social support.	Contact Hour
Conversation Facilitator	Media	Coverage	Impressions
Resource Generator	Resources Generated	Cash or in-kind contribution.	US Dollar

- First Rule of Evaluation:

- If you didn't write it down, it didn't happen.

- *[Coy Correlary: If you didn't tweet it . . .]*

1. Create definitions (What?)

2. Determine roles (Who?)

3. Decide how often to collect (When?)

4. Provide tools (How?)
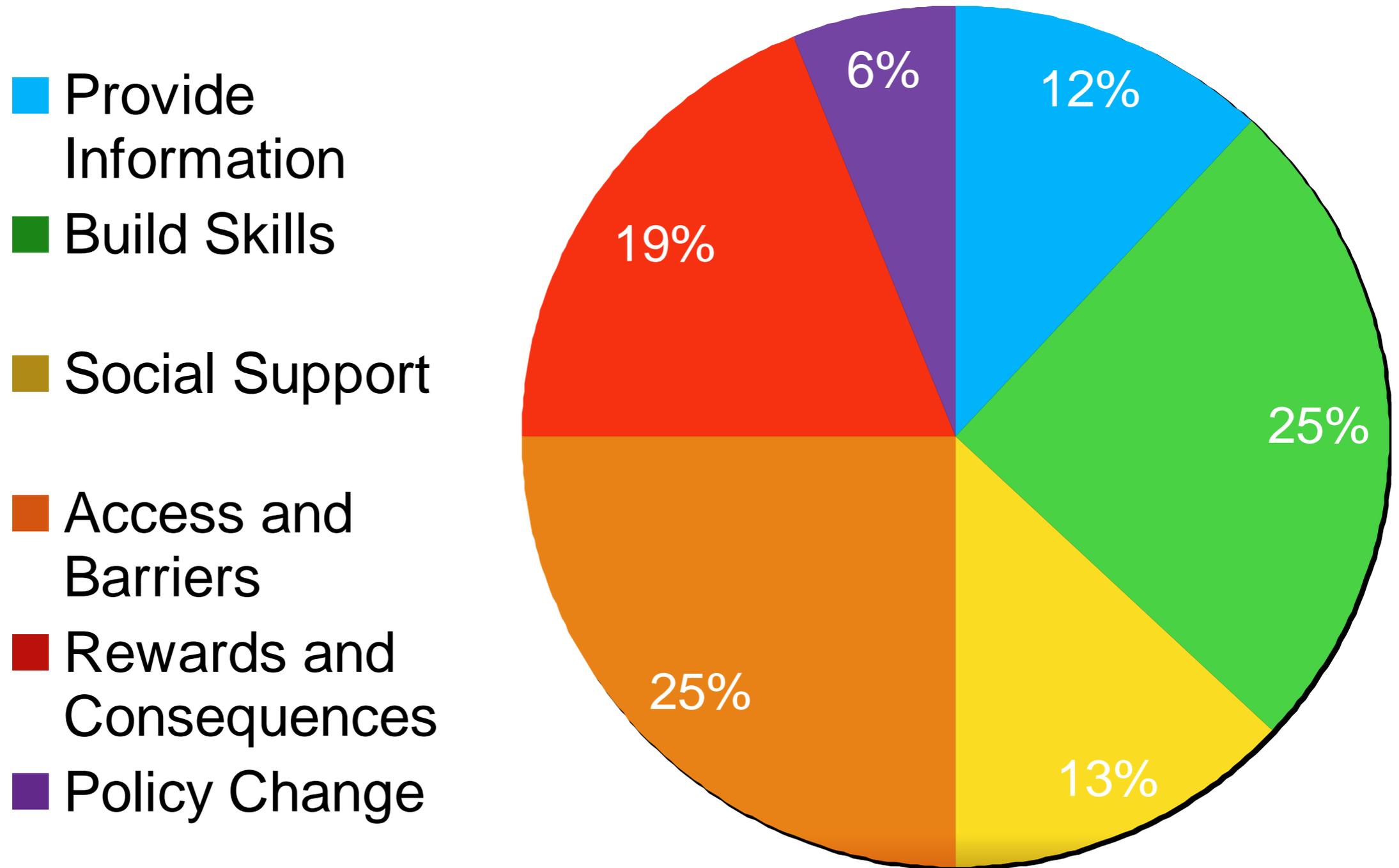
Cumulative Community Changes
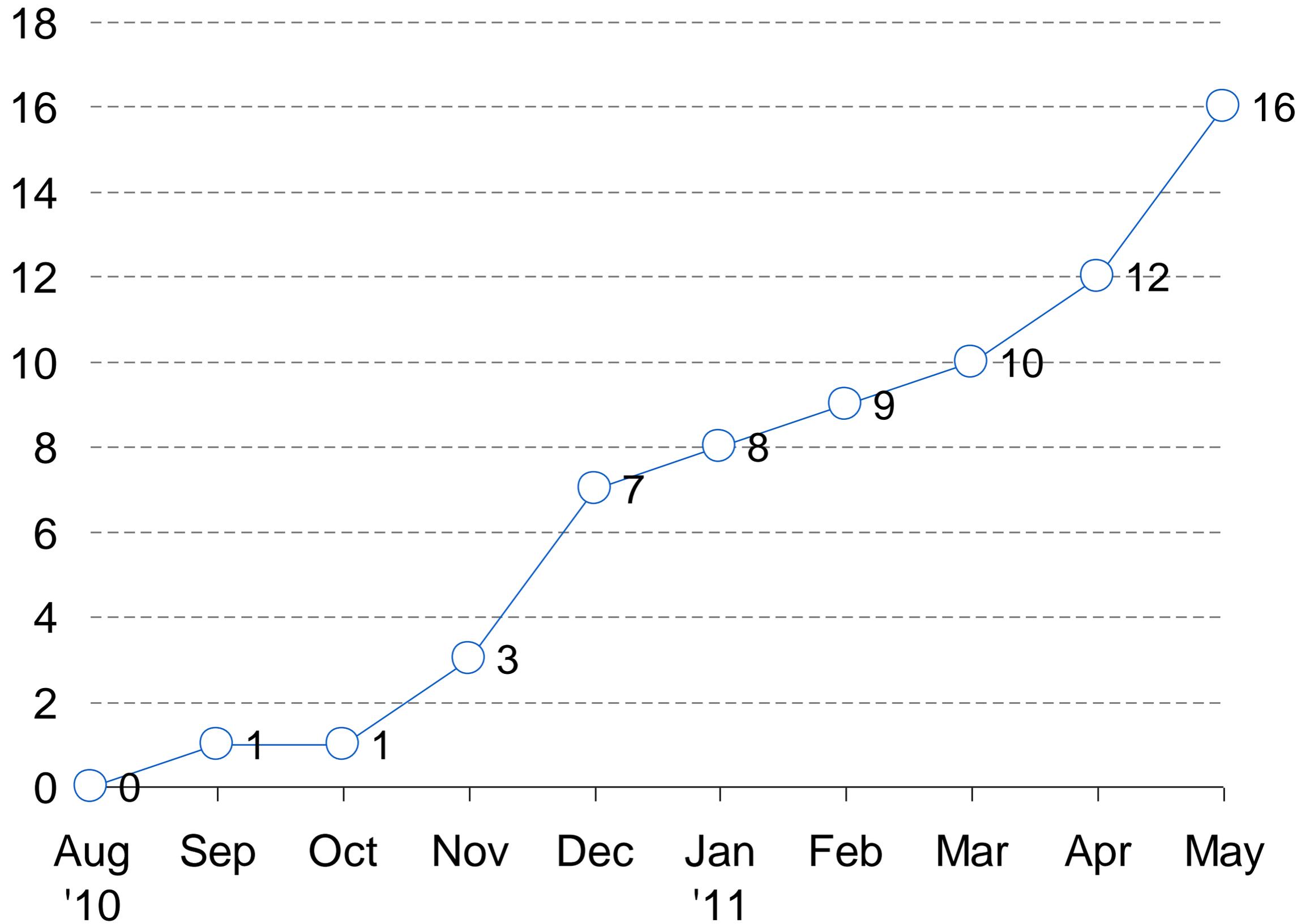
The Cumulative Chart (aka, "the speedometer")

1. Are we a catalyst for needed change?

2. How much change have we facilitated?

3. When were these changes brought about?

4. When did we bring about the most change?

5. When did we see the slowest pace of change?

Community Changes Distributed by Strategy

- Provide Information
- Build Skills
- Social Support
- Access and Barriers
- Rewards and Consequences
- Policy Change

12%

25%

6%

19%

25%

13%

The Distribution Charts

1. Are we being comprehensive?

2. Is this the distribution we planned?

3. What have been our strengths?

4. What is missing?

5. Is this what we need to achieve outcomes?

Promoting Critical Reflection

1. What type of data are we looking at?

2. What are we seeing?

3. What does it mean?

4. What should we do about it?

1. Collect / document the dose.

2. Establish a time sequence.

3. Demonstrate a plausible mechanism.

4. Account for alternative explanations

    (Share the credit!)

5. Show similar effects in similar contexts.