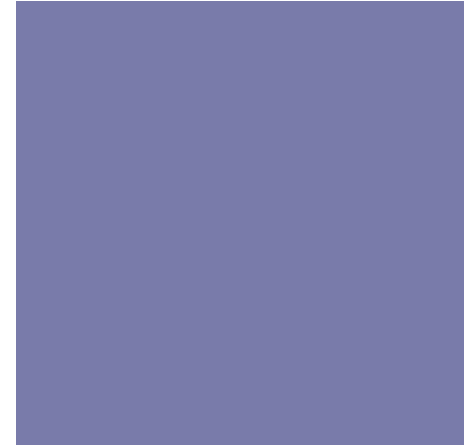
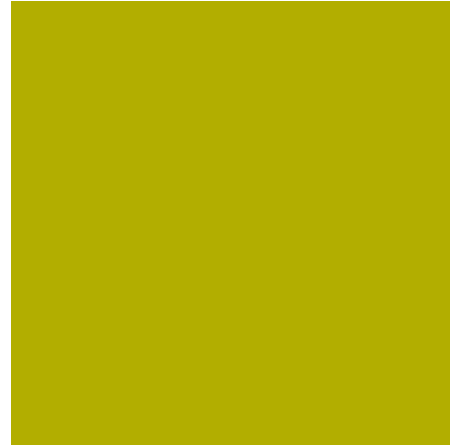




Framing the Evaluation Questions



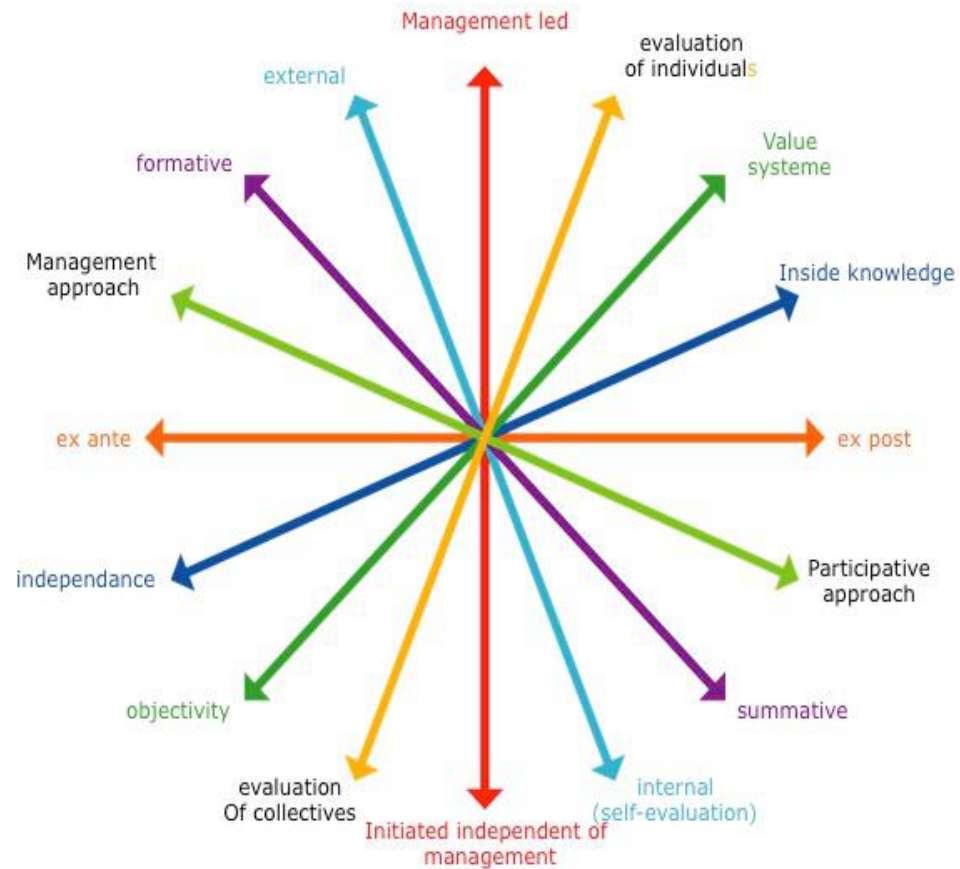
LAUCO Evaluation & Training
Email: marlene.laeubli@bluewin.ch
Tel: +41 79 251 83 36

Workshop on Evaluation

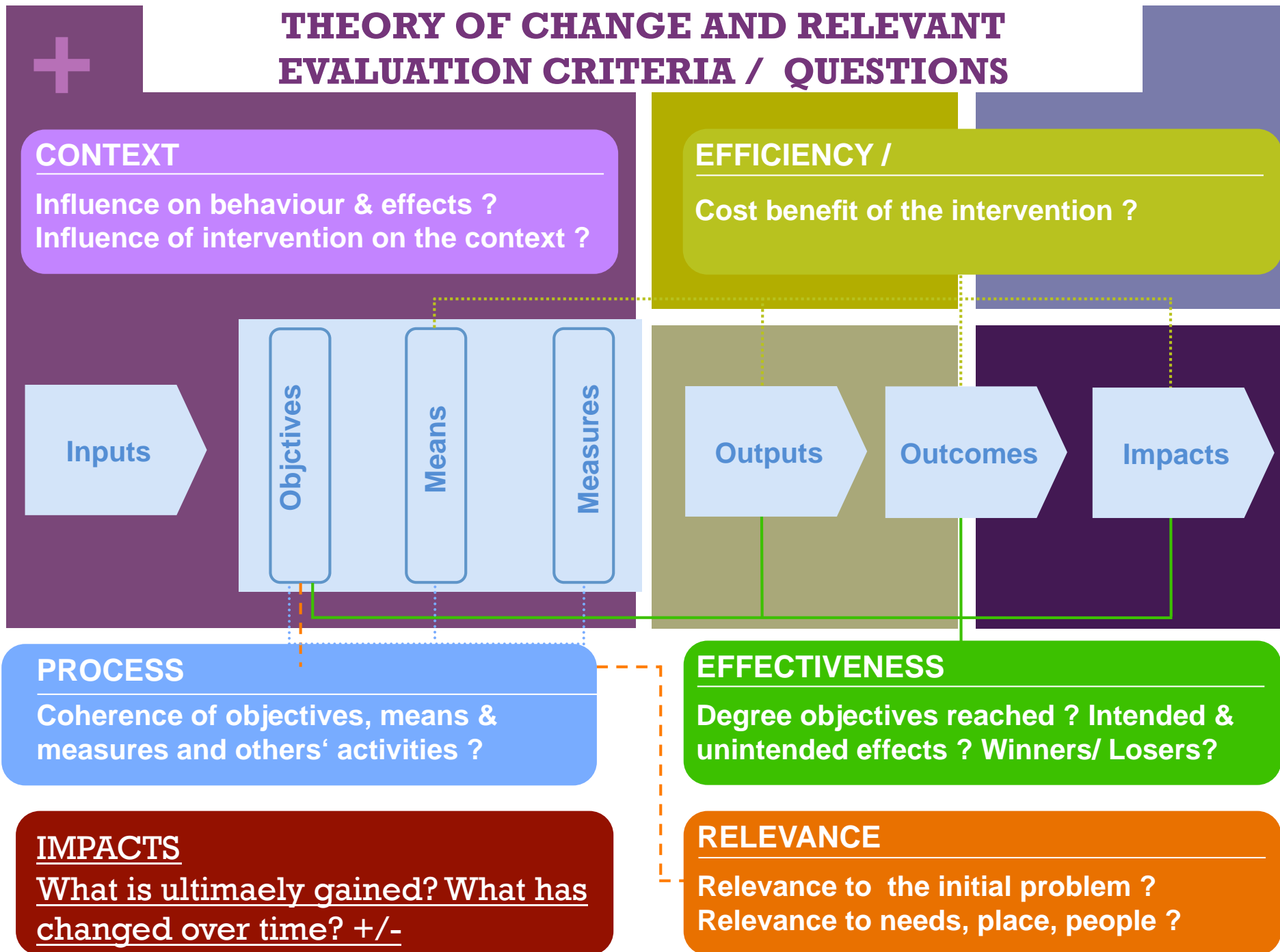
One Health Programme
Novi Sad

June 29-30, 2016

+ Multiple Dimensions of Evaluation



THEORY OF CHANGE AND RELEVANT EVALUATION CRITERIA / QUESTIONS



+ Overarching / Big Picture Questions

- Are we doing the « right » thing?
- Are we doing it in the « right » way?
- Are we doing it for the « right people »?
- Are we achieving what we set out to do?
- What changes have taken place as a result?
- Was it « value for money »?
- What is the evidence that the programme will continue after funding ceases?
- Who is benefiting / loosing out from our intervention?

+ Different questions for Different Judgment Criteria – 3 examples

■ ON PROCESS

- Are the activities being implemented as planned?
- What works and what does not work?
- What are the strengths and weaknesses?
- What are participants' reactions?
- What works for whom in what ways and under what conditions?
- How can outcomes and impacts be increased?

■ RELEVANCE

- Does the programme meet participants' needs?
- Is there a gap between the intended and actual population served?
- How can quality be enhanced?
- Does the programme work as intended?
- To what extent can outcomes be attributed to the intervention?
- Is the programme theory clear and supported by findings?

■ ECONOMIC EFFICIENCY

- How can costs be reduced?
- What is the added value of the initiative?
- Could a higher outcome be achieved at the same cost?
- Is one strategy more beneficial than the other one?
- How do outcomes and costs compare with other options?

+ Different Questions for Different Phases in Life Cycle of Intervention



*"You'll be fine with me.
I know these waters like the back of my hand."*

SOURCE: [pinterest.com/pin/](https://www.pinterest.com/pin/)

+ **Strictly *Evaluative* Questions**

- Not about description, but about a judgment!
- Judging the Merit; the Worth; the Value of an intervention

“The evaluation process identifies relevant values or standards that apply to what is being evaluated, performs empirical investigation using techniques from the social sciences, and then integrates conclusions with the standards into an overall evaluation or set of evaluations”

A Question of What, How, (description) So What (interpretation) and Now What (recommendations)

(Scriven (1991) Evaluation Thesaurus (4th edition) Sage Publications

+ Group Work on Designing Questions

■ Exercise on Analysing Questions

Descriptive
Normative
Classification
Causal

Consider the previous questions from your Handbook and determine the kind of question being asked



Conflict of Interests? What to do!

- Group Work on « Politics » Questionnaire and Case Study
 - Agriculture study

- Group Work on Prioritising Questions
 - List questions you have identified for your case study
 - Prioritise whether High, Medium or Low Priority per different stakeholder group
 - Prioritise according to feasibility of data collection

+ Resources:

- www.betterevaluation.org
- www.aea365.org
- <http://www.pmn.net/wp-content/uploads/Checklist-for-Context-and-Policy-Instruments.pdf>
- http://med-fom-familymed-research.sites.olt.ubc.ca/files/2012/03/logic_model_e.pdf