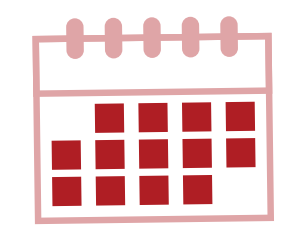


Demonstrating Evidence Across the Project Cycle

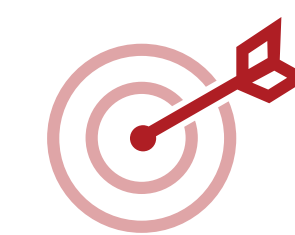
Authors: Jill Lammert, Sarah Heinemeier, Bethany Howell, Amy Germuth, Tom Fiore



Planning Phase

In this section we'll briefly discuss how you can use evidence to do the following:

- ▶ Identify needs the project will address
- ▶ Identify available resources to support the project
- ▶ Develop or modify a theory of change, including
 - ✦ Selecting a project intervention
- ▶ Create a logic model, including
 - ✦ Selecting specific strategies or activities
 - ✦ Identifying realistic outputs and outcomes
- ▶ Incorporate evaluation into the project

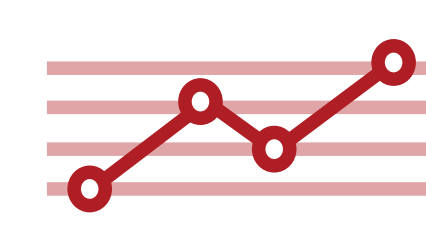


Implementation Phase

This section describes what and how evidence can be used to help ensure the effective implementation and evaluation of your project plan.

Specifically, this section will cover:

- ▶ What are formative evaluation data and what they can tell project staff
- ▶ How to collect and use data to monitor project progress, including
 - ✦ Describing progress monitoring data and how to collect them
 - ✦ Using progress monitoring data to keep the project on track
- ▶ How to collect and use data to inform and assess project implementation, including
 - ✦ How to know if implementation is going well
 - ✦ Using formative data to inform project functioning and guide improvements
 - ✦ Determining if the project is being implemented with fidelity, and understanding why it might not be
 - ✦ Determining if the project is on track to achieve expected outcomes



Results Phase

In this section we'll talk through how evidence can help you to demonstrate your project's results, including:

- ▶ What are summative data and why they are needed
- ▶ How to collect and use summative data to show project results, including
 - ✦ Considering factors that might influence a project's ability to demonstrate "effectiveness"
 - ✦ Determining whether the project is (or will be) successful
 - ✦ Knowing what to do if extensive summative data cannot be collected
 - ✦ Making projections about whether the project will ultimately achieve its long-term outcomes
 - ✦ Using evidence to inform decisions related to project continuation, replication, and dissemination

Discovery and Use of Evidence in the Planning Phase

What Do I Need?	How Might I Use It?
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- | | |
|--|---|
| <ul style="list-style-type: none"> ▶ Evidence of needs and resources to support the project plan ▶ Evidence to support the project's underlying theory of change and guide development of the logic model ▶ Evidence to select a particular intervention or combination of interventions ▶ Evidence to support use of particular strategies or activities for implementing the project | <ul style="list-style-type: none"> ▶ Match the project plan to identified needs ▶ Refine or confirm the project's underlying theory of change ▶ Create a high-quality logic model for project planning and evaluation—make links between planned activities, strategies, and shorter-term and longer-term outcomes |
|--|---|

Discovery and Use of Evidence in the Implementation Phase

What Do I Need?	How Might I Use It?
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- | | |
|---|--|
| <ul style="list-style-type: none"> ▶ Evidence in the form of formative evaluation data on <ul style="list-style-type: none"> ✦ Project progress ✦ Implementation of activities ✦ Project outputs and short-term outcomes ✦ Fidelity | <ul style="list-style-type: none"> ▶ Make mid-course corrections ▶ Monitor progress toward achieving outputs and outcomes ▶ Identify barriers or facilitators to implementation ▶ Assess level of fidelity |
|---|--|

Discovery and Use of Evidence in the Results Phase

What Do I Need?	How Might I Use It?
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- | | |
|---|---|
| <ul style="list-style-type: none"> ▶ Evidence in the form of summative evaluation data related to: <ul style="list-style-type: none"> ✦ Short-term outcomes ✦ Intermediate outcomes ✦ Long-term outcomes | <ul style="list-style-type: none"> ▶ Assess achievement of short-term and intermediate outcomes ▶ Determine progress toward (or likelihood of) achieving long-term outcomes ▶ Link short-term and intermediate outcomes to projected long-term outcomes ▶ Demonstrate achievement of meaningful project objectives ▶ Support project continuation, replication, or dissemination |
|---|---|

Discovery and Use of Evidence Across the Project Cycle

