

EDUCATOR TIPS



Tips for Evaluating Your Program

Evaluation is a way to measure how well your message was received in an education event or one-to-one conversation. By evaluating your education session, you will learn if you were effective. It is important to find out if people increased their breast cancer knowledge and plan to take action based on the information they learned. This work is important. We want to make a difference; we need to know if the program was effective and where changes are needed. It may be especially useful to report outcomes to funders and potential funders as a way of showing why your program is worth supporting.

After one-to-one or group conversations about breast health, we suggest you conduct brief evaluation surveys. An [Oral Evaluation Survey](#) and a slightly longer [Written Evaluation Survey](#) are included in the Toolkit. These surveys measure increase in knowledge and a person's intent to take a personal action based on the information they heard during your education session. The surveys also include questions about a person's demographics and health insurance status. This data may be useful. For example, you may find that people who do not have health insurance are less likely to take action to get screened.

On the written survey, we suggest asking the person's gender and whether she or he is Hispanic or Latino. But, these questions may be awkward to ask in person. When using the oral survey, the educator can answer these questions based on their own observation. It is important to keep in mind that this approach will not capture data on transgender people. Also, it may not always capture whether the person is Hispanic or Latino.

It may be possible in some settings and with some populations to conduct written surveys. But, it may be more realistic to follow up a one-to-one conversation with a brief oral survey. In the oral survey, you read the person some questions and write down each response. This survey can be done after a one-to-one conversation of any length. You may decide to skip some questions. You can also create your own modified version of the survey if you have a short conversation that does not cover all topics. The written survey can be used after a longer one-to-one conversation or group discussion.

Also included in the Toolkit is an [Evaluation Tracking Tool](#) (a modifiable Excel template) for recording survey responses.

Evaluation Tips

1. Respect everyone's time, including yours.

Keep the evaluation simple. People may not have time to answer a lot of questions. You also may not have time to record them. Practice fitting your questions into the recommended time slots ahead of time.

2. Think about what format will work best in your setting.

The evaluation questions can be asked orally or on a written survey. Oral questions may be best for brief one-to-one conversations. But, paper surveys may work best when people have space to write. It is also easier for you to distribute and collect forms. If people have low literacy skills, it is more appropriate to ask the questions orally. If this is the case, it's helpful to have a paper version of the survey that you can use to record responses.

3. Be organized.

Everyone you talk to should be asked the evaluation questions. It's not a problem if some choose not to respond. Be organized with tracking your responses. You can use Excel or other software for analysis. You can use the [Evaluation Tracking Tool](#) to help track your data.

4. Thank them.

Remember to thank everyone for their time.

5. Don't forget to use your findings to improve your approach, your ways of reaching people and your program!

You can use your findings to report on your program's success at improving knowledge and people's intentions to take a personal action based on the information they heard during your education session.

NOTE

The oral and written evaluation surveys can also be completed online using mobile devices (phones, tablets or laptops). To do this, you would need to select an online survey software website and create a survey using the evaluation questions you choose. You can cut/paste questions from the Toolkit's oral/written surveys or create your own. You can then conduct the survey during outreach or education using your mobile device rather than paper and pencil. Many online survey programs have free trials or free basic features, but you may need to pay for more extensive use. Some example online programs include:

- SurveyMonkey.com
- Wufoo.com
- SurveyGizmo.com
- ProProfs.com