

EDUCATOR TIPS



Tips for Evaluating Your Program

Evaluation is a way to measure how well your message was received and whether your objectives were met in an education event or one-to-one conversation. By evaluating your education session, you will learn if you were effective in communicating your message. It is important to find out if people increased their breast cancer knowledge and plan to take action based on the information they learned. First, this work is very important. In order to make a difference, we need to know if the program was effective and if you need to make changes to the messages we are delivering or how we are delivering them. Second, 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 and 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 for you to use. These surveys measure a person's change in knowledge and 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. You may learn that your messages were well-received with older women, but not younger women or men.

On the written survey, we suggest collecting information about the person's gender and whether she or he is Black or African American. 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.

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 their responses. This survey can be done after a conversation of any length. You may decide to skip some questions if you do not have time or if the topics were not a part of your conversation. You can also create your own modified version of the survey if you had a short conversation that does not cover all topics. The written survey can be used after a longer one-to-one conversation, group discussion or educational session.

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. Consider asking what you think are the most important questions first. 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 best 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 the responses.

3. *Be organized.*

Everyone you talk to should be asked to complete the evaluation survey. However, it's not a problem if some choose not to respond to any or some of the questions. Be organized with tracking your responses. You can use Excel or other software to enter and analyze the answers. You can also 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 results to improve your approach, your ways of reaching people and your program!*

You can use your results to report on your program's success. Using the provided surveys, you can track changes in knowledge and people's intent 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 website (see below for a list of options) and create a survey using the evaluation questions you choose. You can do this by simply cutting and pasting questions from the Toolkit's oral/written surveys into the online program. Or you can 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 examples of online programs include:

- [SurveyMonkey.com](https://www.surveymonkey.com)
- [Wufoo.com](https://www.wufoo.com)
- [SurveyGizmo.com](https://www.surveygizmo.com)
- [ProProfs.com](https://www.proprofs.com)