



Evaluation

The term *evaluation* comes from Latin and means assessment. Evaluations are employed in Participatory Quality Development to check the results of concrete health promotion and prevention interventions. Participatory evaluation is an approach oriented towards collaboration. It means involving all stakeholders as early as possible in the evaluation process, including the development of the evaluation questions. The entire evaluation process is designed together. The results then represent a common, data- and value-based perspective on a program, project or organisation.

Self-evaluation with target group involvement is the core component of the participatory approach. Because all evaluation measures are negotiated among stakeholders, a certain public viewpoint, which bears similarities to an external evaluation, is also covered (see also Wright 2004).

After the needs of a target group have been assessed and a project has been planned accordingly, it is only natural to want to know whether it worked and achieved the desired results or objectives (see also *ZiWi Method* and *SMART Criteria*). It is important for projects and funding bodies alike to demonstrate whether an intervention has had the desired effect and how its effectiveness can be explained. This provides the implementing organisation with an opportunity to optimise existing interventions or to develop new ones.

The demands and expectations that various stakeholders (funding bodies, project leaders, project personnel and the target group) have of an evaluation may actually differ and require negotiation (collaboration).

The following process is recommended for planning and carrying out an evaluation:

1. Which intervention is to be evaluated? Who should/must be involved (collaboration)? Invite desired participants formally where relevant.
2. Answer the following questions: "Why is this evaluation carried out? What are we hoping to gain from it?"
3. Clarify the audience. For whom is the evaluation carried out (e.g. in the project's own interest, or upon demand from the funding body)?
4. Answer the following question: "What do we already know about the impact of the intervention (taking stock)?"
5. Develop evaluation questions. The most important question in most cases is: "Are we achieving our objectives? Do we reach the indicators measuring the achievement of objectives/milestones and of the overall goal (ZiWi Method)?"
6. Develop a methodology (timeline, selecting data collection instruments). Data collection methods are selected according to the indicators formulated during Project Planning (ZiWi Method). This includes clarifying which types of data are necessary and possible to collect.
7. Data Collection
8. Data Cleaning and Analysis
9. Utilising the Results (for publication or other uses, for drawing conclusions regarding improvements)



Continue with:

- Needs Assessment
- Project Planning
- Types of Evaluation Data
- Collaboration

Continue with the following methods:

- SMART Criteria
- ZiWi Method

Authors: Block/Unger/Wright

Evaluation: Further Reading and Links

Bortz, J. & Döring, N. (2006). Forschungsmethoden und Evaluation für Human- und Sozialwissenschaftler. Berlin: Springer.

(Bortz, J. & Döring, N. (2006). Research Methods and Evaluation for the Humanities and Social Sciences. Berlin: Springer. In German.)

Definition von Partizipativer Evaluation in Glossar wirkungsorientierte Evaluation, Univation-Institut für Evaluation Dr. Beywl, 2004.

http://www.univation.org/glossar/show_entry.php?id=123

(Definition of "participatory evaluation" in Outcome Evaluation Glossary, Univation Institute for Evaluation Dr. Bewyl, 2004.

http://www.univation.org/glossar/show_entry.php?id=123)

The complete glossary (In German) can be accessed at:

<http://www.univation.org/glossar/index.php>

Evaluation - was ist das? IDA NRW (Informations- und Dokumentationszentrum für Antirassismuserbeit in Nordrhein-Westfalen). http://www.ida-nrw.de/projekte-interkulturell-nrw/such_ja/05evalua/eval_was.htm

(What is Evaluation? Centre for Documentation and Information on Anti-Racism Work in North Rhine-Westphalia (IDA NRW) (In German). http://www.ida-nrw.de/projekte-interkulturell-nrw/such_ja/05evalua/eval_was.htm)

König, J. (2007). Einführung in die Selbstevaluation. Ein Leitfaden zur Bewertung der Praxis sozialer Arbeit. Freiburg: Lambertus Verlag.

(König, J. (2007). Introduction to Self-Evaluation. A Guide for the Assessment of Social Work Practice (In German). Freiburg: Lambertus Verlag.)

QS Web vom Bundesministerium für Familie, Senioren, Frauen und Jugend.

(QS Web of the Federal German Ministry for Families, Seniors, Women and Youth.)

You can find a glossary on quality assurance including definitions of evaluation terminology here (In German): <http://www.qs-kompodium.de/index.html>



Participatory Quality Development in HIV Prevention

www.pq-hiv.de/en
Wright/Block/Unger



Wright, M.T. (2004). Partizipative Qualitätssicherung und Evaluation für Präventionsangebote in Settings. In R. Rosenbrock, M. Bellwinkel & A. Schröer (Hrsg.), *Primärprävention im Kontext sozialer Ungleichheit* S. 297-347). Bremerhaven: Wirtschaftsverlag NW.

(Wright, MT (2004) Participatory Quality Assurance and Evaluation for Prevention Services in Social Settings. In: R. Rosenbrock; M. Bellwinkel; A. Schröer (Ed.) Primary Prevention in the Context of Social Inequality. Bremerhaven, Publishing House for the New Sciences: 297-347. In German)

Wright, M.T. & Block, M.(2006). Partizipative Qualitätssicherung und Evaluation in der lebensweltorientierten Primärprävention. In W. Kirch & B. Badura, *Prävention* (S. 157-172). Berlin: Springer.

(Wright, M.T. & Block, M.(2006). Participatory Quality Assurance and Evaluation in Target-Group-Oriented Primary Prevention. In W. Kirch & B. Badura, Prevention (pp. 157-172)(In German). Berlin: Springer.)