Integrating evaluation into practice

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Why is it important?

• we’re all striving for evidence based decision making
• the evidence isn’t always there
• building evaluation into what we do helps to develop the evidence base
• it helps us to understand what we’re getting right, and where we can improve
Better Start Bradford’s Innovation Hub

• Set up to monitor and evaluate Better Start Bradford projects
  – to monitor the performance of projects
  – to improve the evidence base of early interventions
  – to share learning
Challenges

• not all projects and services can be evaluated in the same way
• multiple projects means multiple, concurrent evaluations
• working with a range of organisations: shared objectives, but variation in focus, knowledge and expectations
Solution?

• development of a toolkit which supports effective service design, implementation, monitoring and evaluation

https://borninbradford.nhs.uk/what-we-do/pregnancy-early-years/toolkit
Key components

1) Service Design Manual
2) Operational Guide
3) Tools to Facilitate Design

*Getting the foundations right*
Service Design

Service Questionnaire → Service Design Manual → Theory of Change → Logic Model

Process Flow → Performance indicators → Data requirements

Why, what, how, who, where, when...?
Key components

4) Implementation & Monitoring Guide

The building blocks...
Implementation and monitoring

What’s the plan? What’s actually happening? Are we delivering as planned? If not, why not? How can we further support successful delivery?
Key components

5) Evaluation Framework

The cement

• Evaluation Categories
• Identifying the Evidence Base
• Evaluability Assessment Checklist
• What to do with the findings
Evaluation Framework

Is it working?

Monitoring

Using methods such as:
- Analysis of reach/engagement of targeted groups
- Observations of project delivery
- Interviews or focus groups with staff/parents

Evaluation

Implementation
When, how, why does it work/not work?

Before & After
Do outcomes improve from the start to end of a project?

Effectiveness
Does it have a causal effect on outcomes?

Using methods which include a comparison group such as:
- Randomised Controlled Trials
- Quasi-Experimental designs

Descriptive methods focusing on:
- Reach
- Engagement
- Fidelity

Using methods such as:
- comparing scores before the start and after completion of the programme
- should involve validated measures where possible
Conceptual framework for BSB project implementation evaluation

Potential moderators:
* Recruitment
* Context
* Participant responsiveness
* Strategies to facilitate implementation
* Quality of delivery
* Intervention complexity

Evaluation of implementation fidelity

Component analysis to identify “essential” components
Does it work?

Is it seeing who it should be seeing?  ❌

Is it being delivered as it should be delivered?  ❌

Is it having impact?  ❌
Does it work?

Is it seeing who it should be seeing?

Is it being delivered as it should be delivered? ❌

Is it having impact? ❌
Any questions?
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