Evaluating Healthy Public Policies: A Ten Step Process
Introductions

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Webinar Features

- Adobe Connect technology
- Use landline for audio
- Chat function to ask questions or if you need help
- Lecture mode
Health Promotion Capacity Building

We provide training and support services to Ontario’s public health and health care intermediaries to assist them to plan, conduct and evaluate interventions which improve health and prevent chronic disease and injury at a community and population level.
By the end of the session, participants will be able to:

- **Understand** three types of healthy public policy evaluation
- **Recognize** the importance of an evaluability assessment
- **Reflect** on how the information provided can be applied to their own work
Poll #1:
Knock, knock...Who’s there?

How many people are attending today’s webinar at your site?

a) 1
b) 2
c) 3
d) 4
e) 5 or more
Poll #2:
Your level of familiarity with evaluating healthy public policies

How would you rate your level of familiarity with policy evaluation concepts?

a) I’m a beginner

b) I have some idea of what the key concepts are

c) I am very familiar with evaluating healthy public policies
What are healthy public policies?

- Increase health-promoting environments
- Decrease health-threatening environments
- Hinder opportunities for healthy behaviours by influencing the social and physical environment
Types of policies

• Government (e.g. federal, provincial, municipal)

• Policies adopted within public institutions (e.g. hospital, child care centres, schools)

• Workplace (e.g. policies that govern employees)
Types of healthy public policies

- Regulation
- Taxation
- Fiscal measure
- Organizational change
What is evaluation?

- Systematic gathering, analysis, and reporting of data to assist in decision making
- Can includes quantitative, qualitative or mixed-method approaches
What is policy evaluation?¹

- Applies evaluation principles and methods to examine the content, implementation or impact of a policy
- Helps us develop an understanding of the merit, worth and utility of a policy
Poll #3:
What types of policies are you interested in evaluating?

a) Government

b) Policies adopted within public institutions (e.g. schools, child care centres)

c) Workplace

d) Other

Type specific types of policies using the chat function
Policy versus program evaluation

- The level of analysis
- The degree of control and clear “boundaries” can be more challenging
- The ability to identify an equivalent comparison community may be more difficult
Policy versus program evaluation

- The scale and scope of data collection may be greater.
- Policy evaluation may require increased emphasis on the use of surveillance and administrative data.
- The type and number of stakeholders involved may differ.
Ten steps for conducting an evaluation

1. Clarify the policy
2. Engage stakeholders
3. Assess resources and evaluability
4. Determine your evaluation questions
5. Determine methods and procedures
6. Develop evaluation plan
7. Collect data
8. Process data and analyze results
9. Interpret and disseminate the results
10. Apply evaluation findings
Ten steps for conducting an evaluation²

**Planning**

1. Clarify the policy
2. Engage stakeholders
3. Assess resources and evaluability
4. Determine your evaluation questions
5. Determine methods and procedures
6. Develop evaluation plan

**Implementation**

7. Collect data
8. Process data and analyze results

**Utilization**

9. Interpret and disseminate the results
10. Apply evaluation findings
Ten steps for conducting an evaluation

Planning
- Step 1: Clarify the policy
- Step 2: Engage stakeholders
- Step 3: Assess resources and evaluability
- Step 4: Determine your evaluation questions
- Step 5: Determine methods and procedures
- Step 6: Develop evaluation plan

Implementation
- Step 7: Collect data
- Step 8: Process data and analyze results

Utilization
- Step 9: Interpret and disseminate the results
- Step 10: Apply evaluation findings
Step 1: Clarify the policy

- Goal(s)
- Populations of interest
- Outcomes
- Outputs
- Activities
Step 2: Engage stakeholders

- Define your stakeholders
- Understand interests and expectations
- Review policy description
Step 3: Assess resources and evaluability

- Funds
- Staff and volunteer time, interests, expertise
- Timeline
- Equipment and tools
- Partner support
Step 1: Clarify what is to be evaluated

Step 2: Engage stakeholders

Step 3: Assess resources and evaluability

Step 4: Determine your evaluation questions

Step 5: Determine methods and procedures

Step 6: Develop evaluation plan
1. Policy goals are defined, agreed-upon and realistic
2. Information needs are well-defined (agreement on focus of evaluation)
3. Evaluation data are obtainable
4. Intended users are willing and able to use evaluation information
**Municipal Alcohol Policy (MAP) Logic Model**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Social norms which encourage and support moderate, responsible alcohol consumption for those who choose to drink</th>
</tr>
</thead>
</table>
| **Population(s) of Interest** | • Facility managers/Alcohol servers  
• Facility renters/Consumers of alcohol |
| **Long-term outcomes** | • Minimize risk and liability to municipality  
• Protect city facilities and property  
• Moderate consumption of alcohol during events and festivals |
| **Short-term outcomes** | • Alcohol servers have an increased knowledge of their responsibilities in the policy |
| **Outputs/process objectives** | • # of trainings held  
• # of people attending trainings |
| **Activities** | • Trainings  
• Pamphlet dissemination |
| **Resources** | • Meeting space  
• Printing of training materials and signage  
• CDIP HU & municipal staff |
MAP Stakeholders

• Members of municipal councils and staff
• Members of interest groups who use the facilities (e.g., clubs)
• Front line workers who will implement the policy
• Representatives from public health, police, Mothers Against Drunk Driving, and local addiction service providers
• Other interested members of the public (e.g., neighbours of the facility)
Step 4: Determine evaluation questions

- Logic model contents
- Completed evaluations
- Decisions to be made
- Stakeholder interests
- Resources
Three types of policy evaluation

1. **Content**
   Does the content clearly articulate the goals of the policy, its implementation and the underlying logic for why the policy will produce intended change?

2. **Implementation**
   Was the policy implemented as intended?

3. **Impact**
   Did the policy produce the intended outcomes and impact?
1. **Content example:**
   - Does the MAP include the six key policy components?

2. **Implementation example**
   - Was the policy carried out as designed?
   - *Was the training effective to increase alcohol servers knowledge of their role in the policy?*
   - What were the implementation facilitators and barriers?
   - Was the process effective?

3. **Impact example:**
   - Have there been fewer harms and injuries related to alcohol use?
   - Has community safety been enhanced?
   - Has the number of calls for police intervention been reduced?
Step 5: Determine methods of measurement and procedures

• **What** will you measure?
• **When** will you collect data?
• **How** will you collect data?
• **Who** will you collect data from?
• **Who** will use the data?
Implementation Evaluation

Measure:

- Number of training sessions held
- Number of resources provided
- Presence of signage
- Behaviour change since the policy has been implemented

When: Over the next three months

How: Online survey with alcohol servers

Who: Alcohol servers in a municipal owned facility

Utilization of the findings: Municipal staff and those who supervise alcohol servers
Step 6: Develop evaluation plan

- Purpose of evaluation
- Methods
- Procedures
- Data collection matrix
- Ethics
- Roles and tasks
- Resource allocations
- Deadlines
- Dissemination of results
### Components of data collection matrix

<table>
<thead>
<tr>
<th>Objective (from logic model)</th>
<th>Indicator (from logic model)</th>
<th>Evaluation Question</th>
<th>Method of Data Collection</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>What did the <strong>policy</strong> set out to do?</td>
<td>What will indicate success for the objective?</td>
<td>What critical questions do you want to answer?</td>
<td>What tools will you use to collect the information you need?</td>
<td>What is the timing for data collection?</td>
</tr>
</tbody>
</table>
Step 7: Collect data

- Pilot test tools and procedures
- Train data collectors
- Collect data
Implementation Evaluation

**Objective:** Alcohol servers have an increased knowledge of their responsibilities in the policy

**Indicators of success:**

- Alcohol servers are informed of the existence of the policy
- Alcohol servers serve a maximum of two Standard Drinks per patron per visit (no doubles)
- Alcohol servers can identify signs of intoxication
- Alcohol servers monitor for intoxication
- Alcohol servers refuse service to intoxicated patrons
Implementation Evaluation

Develop survey:
• Introduction, purpose of survey and who and how the results will be used
• Survey questions that include quantitative and qualitative questions that measure reach and effectiveness
• Demographic questions (e.g., years serving)
• Pilot test with a sub-group
• Refine the survey questions based on the pilot

Develop a recruitment plan
Submit for ethical approval
Collect data
Implementation Evaluation

**Evaluation question:** Was the training effective to increase alcohol servers knowledge of their role in the policy?

**Method of data collection:** online survey

**Timeline:** 3 months
Step 8: Process data and analyze the results

- Put data in a format that can be summarized and interpreted
- Identify themes in qualitative data
- Enlist the support of a data analysis expert whenever possible
Step 9: Interpret and disseminate the results

- Work with stakeholders
- Draw conclusions based on the findings
  *What are the answers to your evaluation questions?*
- Make recommendations on actions that should result from the evaluation
- Share results in formats that are tailored to specific audience needs/preferences
Implementation Evaluation

Process Data
- Download online results
- Check the data entered
- Determine what to do with incomplete data

Analyze the Data
- Analyze quantitative data (e.g., total number of training sessions held)
- Analyze qualitative data (e.g., theme analysis)
- Analyze demographic data to see if these factors have an influence
Implementation Evaluation

Interpret the results
• What were the key findings?
• What methods were used to inform alcohol servers?
• Were these methods effective?
• What recommendations can be made to improve alcohol server training?

Disseminate the results
• Municipal decision makers
• Those who supervise alcohol servers
• Alcohol servers
Innovative example of disseminating a policy

Shade Policy for the City of Toronto

Partners in Action: A Shade Policy for the City of Toronto
Step 10: Apply evaluation findings

- Involve your stakeholders
- Develop an action plan
- Evaluate your evaluation
Policy evaluation challenges\textsuperscript{1}

- Access to appropriate data
- Lack of appropriate measures
- Political scrutiny and desire for quick production of results
- External and contextual factors
- Time
Policy evaluation examples

• Restricting hours of alcohol sales to prevent excessive alcohol consumption and related injuries\(^5\)

• Smoke-free housing policy evaluation-findings from the 2013 Waterloo Region Housing and Region of Waterloo Community Housing Inc. household tenant survey\(^6\)

• Impact of the Boston Active School Day policy to promote physical activity among children\(^7\)

• Evaluating the implementation and active living impacts of state government policy designed to create walkable neighborhoods in Perth, Western Australia\(^8\)
Take home messages

• Evaluating a policy is a systematic process

• There are three types of policy evaluations: content, implementation and impact

• Decisions are made throughout an evaluation to influence:
  • What is to be evaluated
  • How the evaluation will be conducted, and
  • What recommendations can be made

• There is value to invest resources to evaluate policies
Upcoming webinar

Analyzing and Evaluating Healthy Public Policies: Tools and Resources

February 13, 2015
10:30 to 11:30am

Hosted by PHO and the National Collaborating Centre for Healthy Public Policy

Register at

www.publichealthontario.ca/en/LearningAndDevelopment/Events/Pages/Analyzing_and_Evaluating_Healthy_Public_Policies.aspx
Questions?
Our services are:

• Free to those working on Ontario-focused projects

• Fill in our Service Request Form to get started today and stay updated with our events!
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THCU (originally known as The Health Communication Unit, started in 1993 at the University of Toronto) moved to Public Health Ontario’s Health Promotion, Chronic Disease and Injury Prevention Department in 2011.
Thank you!

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