

A-Z of HEALTHY COMMUNITIES



In our efforts to create healthier communities, it is important to evaluate our work, not only to justify our funding, but also to:

- make important course corrections to adapt to changing needs and conditions
- improve the alignment of resources to activities
- foster meaningful engagement with stakeholders
- help to better understand complex issues
- identify best/better practices
- discover unintended outcomes and impacts, both positive and negative
- assess benefits of programs and activities
- encourage reflection and celebration of accomplishments

Evaluations should be:

Planned	when the program is conceptualized
Useful	for decision-making and program improvement
Adapted	to the contexts of community
Reflective	of diverse perspectives
Responsive	by using mixed methods
Capacity-building	for those involved in the program
Ethical	With regard to respect, welfare and justice

In his book *Trying Hard is Not Good Enough*, Mark Friedman states that all evaluation measures can be boiled down to three questions:

How much did we do?

How well did we do it?

Is anyone better off? ← **This is the most important question**

Tips for Presenting Your Evaluation Results

If you want to increase the odds that people will actually read or listen to a presentation of your evaluation report, you need to plan your communication strategy. Here are a few points to consider:

- Who needs to be informed, and what information do they need?
- What are the key messages for each of your audiences (e.g., Board, funders, members)? Lead with something important or surprising.
- Presenting both data and stories will make your report more meaningful
- Use communication methods that are effective for each audience; e.g. a 10-minute slide presentation at a Board meeting, a detailed report for the funder and a story of how an individual benefited on Facebook.

SOME USEFUL RESOURCES FOR EVALUATION

Kranias, G. [*The Power of Reflection: An introduction to participatory evaluation techniques.*](#) and [*Participatory Evaluation Toolkit.*](#)

W.K. Kellogg Foundation. [The Step-by-Step Guide to Evaluation](#)

Community Toolbox. [Evaluating Community Programs and Initiatives.](#) Center for Community Health and Development, University of Kansas

BetterEvaluation. <https://www.betterevaluation.org/en/about>

Friedman, Mark. *Trying Hard is Not Good Enough* (second edition) Trafford Publishing 2015

[Results-Based Accountability \(RBA\) Implementation Guide](#)

Government of Canada Panel on Research Ethics. [Research Ethics Framework](#)

Gamble, Jamie A.A. [A Developmental Evaluation Primer.](#) The J.W. McConnell Family Foundation 2008



Ontario Healthy Communities Coalition
Coalition des communautés en santé de l'Ontario



BC Healthy Communities
People. Place. Potential.

