Tips for Program Evaluation

1. Never select instruments and fit program goals to them.

2. Is this method of collecting evidence the best that I can do for my program?

3. Do I have regular input from key stakeholders regarding this evaluation?

4. Are my core concepts/indicators clearly defined (ie SMART)?

5. Are the demographics relevant to my participants?

6. Are there any important demographics that I have missed?

7. Are there any ethical issues or problems associated with the program evaluation?

8. Are participants clearly informed about the purpose of the evaluation?

9. Do participants understand what will happen to the results? (Who will get them, where they will be reported?)

10. An evaluation report should never identify a participant (including photos) without their written consent.

11. Do you need to obtain informed consent from your participants for the evaluation?

12. Program evaluation should be based on a program logic model.

13. Is your evaluation focused on participant outcomes?

14. Does your evaluation target what you want to change?

15. Will the findings from this evaluation be practical, useful and helpful for improving the next program that you run?

16. Try to minimise jargon and use plain English wording when writing survey items.

17. Try to avoid long questions and don't ask about two things in the one question (e.g. did you spend time with your brother **or** sister?).

18. Do not ask loaded questions that prompt for an answer (e.g. should irresponsible publicans sell drinks to customers just before closing time?).

19. Always consider how you might analyse the findings from survey items.

20. Is the measurement (scaling) appropriate for the question?

21. Allow respondents to write comments in surveys.

22. Take responsibility for ensuring data (e.g. completed surveys, transcripts) is held securely.

23. Consider the benefits of participants being anonymous or not.

24. If you are collecting information at several time frames (e.g. pre, post, followup) try to ensure that you can link each person's survey to their later surveys.

25. Indicate how long the survey will take to complete.

26. Make sure you proof read the survey **and then have someone else** proof read the survey.

27. Always pilot the survey and get feedback.

28. Try to pilot the survey with people who have similar characteristics to your participants

29. Thank the participants for completing the survey.