Effective Evaluation for Cross-Cutting Programs

Current Context

- Programs must provide evidence for the cost-effectiveness of interventions
- Leading public health **practices are often not shared or scaled-up** due to funding limitations
- Demonstrating the long-term benefits of public health impact is difficult

- · Evaluations often suffer from a lack of evidence-based intermediate measures
- Many programs may be downsized due to lack of evidence of progress
- It's hard to collect data on the relative performance effectiveness of programs

Framework

	Vision	Strategy	Foundations	Dynamic Implementation	Reflection
Purpose	Define what the program aims to achieve	Develop a strategy and actions to achieve the program goals	Create data systems that collect valuable information and identify who will be accountable	Adopt a regular cycle of data review and analysis to adjust the program's direction during its lifetime	Hold regular reflection intervals to allow the program to review goals and performance to improve the strategy
Common Barriers	Setting targets for health outcomes is difficult, as they may be outside direct control	Programs don't always rely on data gathered during performance or program evaluations	Decisions are often not made around accountability for achieving goals and implementing strategies	Course-correction mid-program is rare	Programs often do not reflect on their effectiveness
Benefits	Communicating goals and planned impact is important for funding sustainability	Identifying strategies that work can help save a program money and time	Focusing performance on measuring what matters to test relative and relevant relationships	Reviewing and adjusting in response to performance data allows the program to identify what's working and what's not	Disseminating evaluation evidence is critical for program sustainable and scaling up successful strategies
Achieving Results	Develop stretch, but attainable, outcomes-focused goals	Review historical examples for lessons learned and success stories	Establish manageable governance structures and data collection and analytics systems	Drive constant course-correction through monitoring instruments to ensure timely change	Focus on conducting actionable evaluations that are rooted in evidence

Impact

Developed, **strategic roadmap** based on identified goals and outcomes

Reliable and consistent data collection **enables observation of trends over time**

Findings that confirm accountability and illustrate program effectiveness

Ability to communicate the value of the program

Process in place to make real-time adjustments to increase the impact of funding

Robust data systems that provide valuable information and the capacity to manage them

