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JA PreventNCD

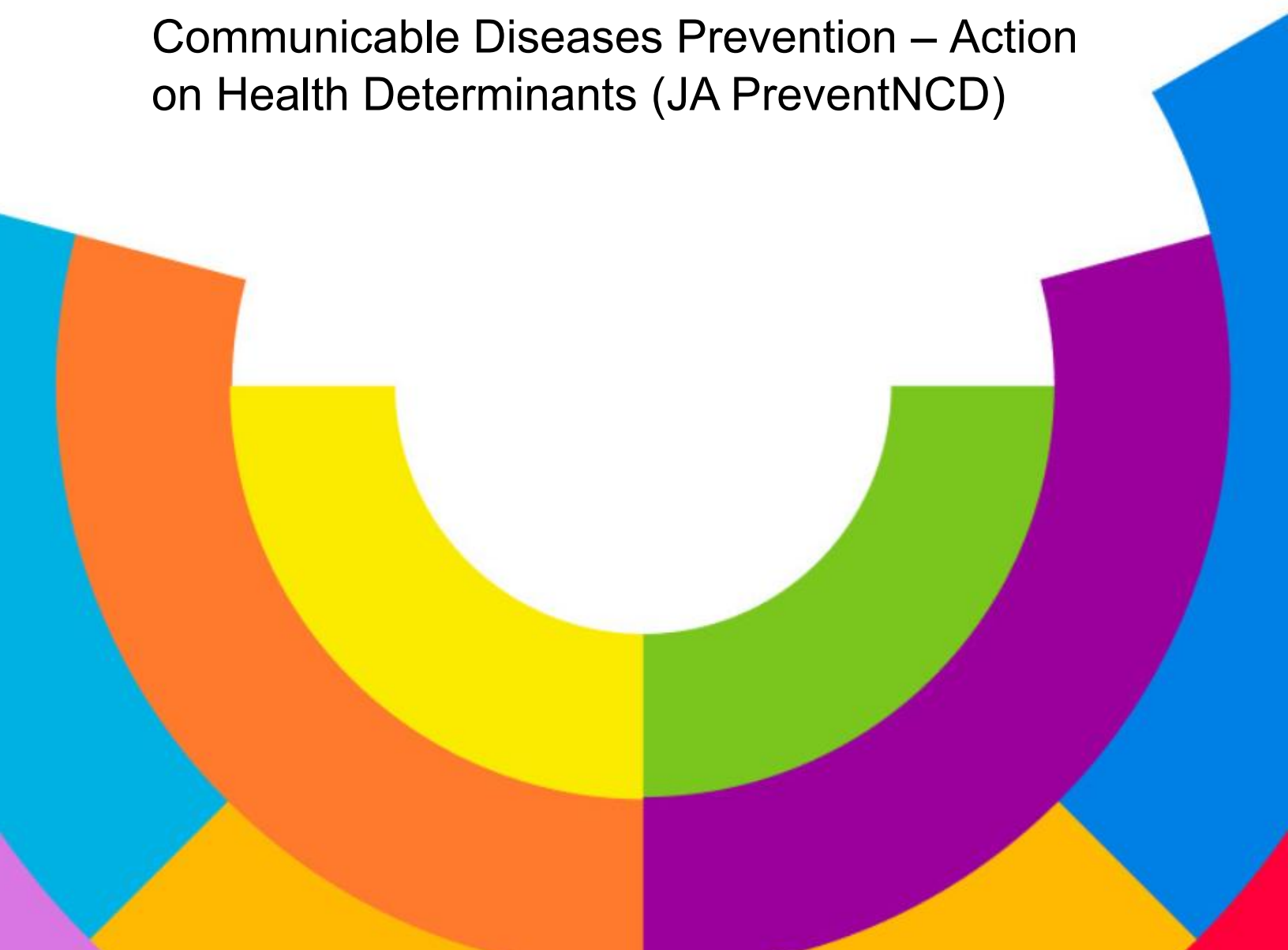
Work Package 3

Internal Milestone M3.3.2

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Evaluation Resource Repository

Joint Action Cancer and other Non-Communicable Diseases Prevention – Action on Health Determinants (JA PreventNCD)



Document information and history

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1. Purpose of the document

The Work Package 3 (WP3): Evaluation team has developed this document to build evaluation capacity across the JA PreventNCD for all participants. The document aims to provide high-quality, user-friendly resources to support participants in conducting meaningful evaluations.

Evaluation is important for all participants, not only to understand the effectiveness of their initiatives, but also to contribute to understanding the impact of JA PreventNCD. Evaluations within subtasks and pilots play an important role in informing the wider evaluation led by WP3.

This repository offers an organized collection of evaluation resources tailored to public health practitioners, program managers, and evaluators of all levels. Resources are categorized by evaluation topic to help users find relevant guides, frameworks, and practical tools.

Only a select number of resources have been included in each category. Although countless evaluation resources exist, this selection focuses on those most relevant to the JA PreventNCD audience, with emphasis on clarity, quality, and practical application.

Section 2 introduces foundational evaluation concepts and principles. **Section 3** contains the main repository, organized by topics including beginner guides, comprehensive frameworks, logic models, process evaluation, participatory evaluation, data collection, digital health, and toolkits. Each resource includes a concise description and features to enable quick assessment of its content and applicability.

Disclaimer: Listing of resources does not imply endorsement by RKI, European Union, HaDEA or other stakeholders. The RKI is not responsible for accuracy of the content. Web addresses are current at the time of publication but may change.

1.1. How to use this repository

This repository is designed for easy navigation and practical use by public health practitioners and evaluators at all experience levels. To get the most out of the repository:

- Start with Section 2 to understand foundational evaluation concepts and approaches.
- Explore Section 3 for the main resource repository, organized into topical categories.
- Use the brief descriptions and features provided for each resource to quickly identify those most relevant to your needs.
- Use the search function in your document to find resources by keywords such as “logic model,” “process evaluation,” or “indicators.”
- Resources include guides, frameworks, toolkits, and templates to support a range of evaluation activities. You may find that using multiple resources together best supports your evaluation work.

2. Introduction to Evaluation

This section provides a brief overview of the importance of evaluation and introduces key concepts and methods, including the main types of evaluation, the common steps involved, and good practices for effective evaluation.

2.1. What is evaluation and why is it important?

Evaluation is a systematic and transparent process used to assess the appropriateness, effectiveness, and impact of an initiative. It can guide improvements, enhance accountability, and support decision-making. Evaluation can be conducted at different stages of an initiative, such as during implementation or after completion (see Figure 1 below outlining when different types of evaluation are conducted).

Evaluation should be approached with a focus on learning and improving, rather than as a compliance exercise.



Watch this **short 2-minute video** from the World Health Organization (WHO) to discover why evaluation is essential: [Public health evaluation can drive impact, build trust and improve health for all - YouTube](#)

2.2. What are the types of evaluation?

Figure 1 highlights the main types of evaluation commonly used. The resources in this repository primarily focus on **process, outcome, and impact evaluation**. Figure 2 lists typical evaluation questions for each evaluation type.

Other important types include *formative evaluation*, which helps improve implementation during early stages of an initiative, and *economic evaluation*, which examines costs and benefits and questions of value for money. Several frameworks and guides in this repository cover these evaluation approaches.

Figure 1: Subset of the main types of evaluation

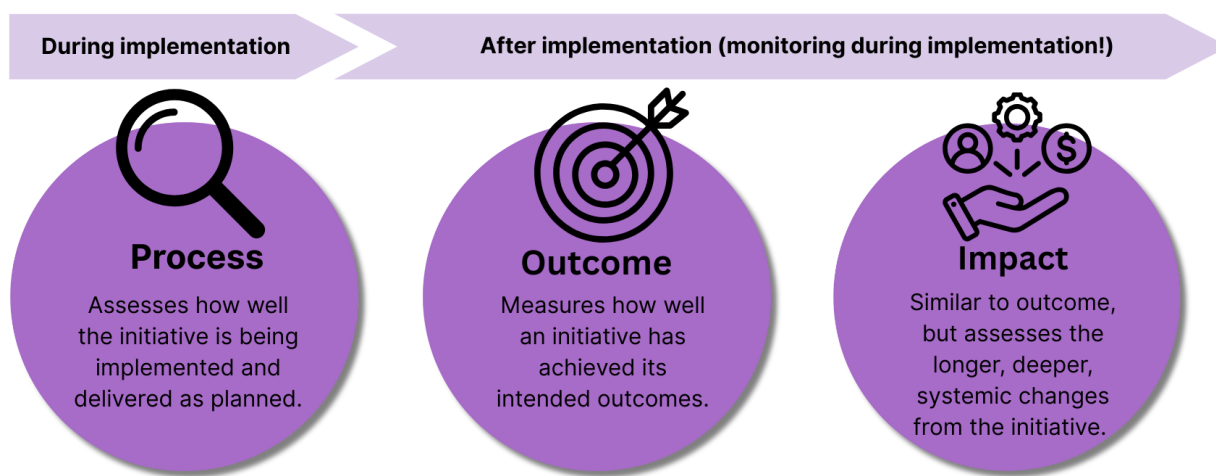


Figure 2: Typical evaluation questions per evaluation type

Process	Outcome	Impact
- How is the initiative being implemented? - Is the initiative being implemented as planned? - Is the initiative reaching the target group? - Are participants satisfied with the initiative?	- Did the initiative produce the intended effects in the short or medium term? - What were the direct effects on participants? - What were the particular features of the initiative and context that made a difference?	- Did the initiative produce the intended effects in the long term? - To what extent can changes be attributed to the program (causal effects)? - What unintended effects (positive and negative) were produced?

Source: Adapted from NSW Health (2023)

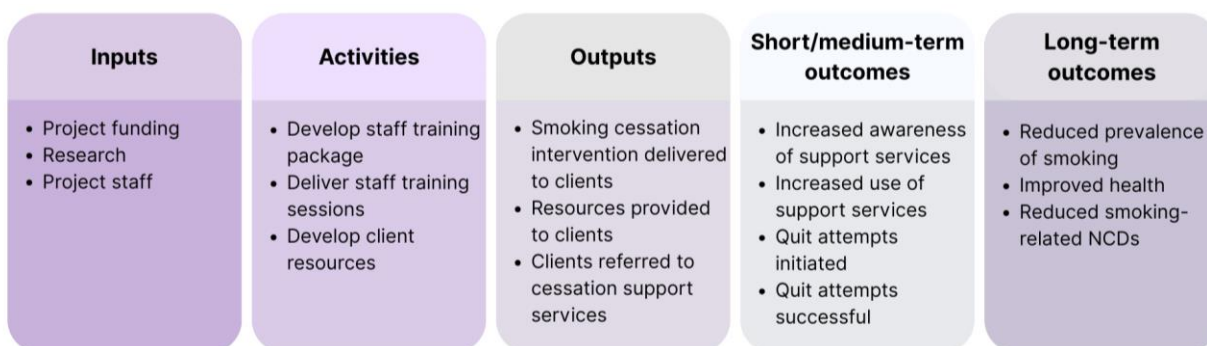
Regardless of the type of evaluation planned, an essential tool in both evaluation planning and initiative design is the **logic model**.

A logic model visually summarizes how an initiative is intended to work by mapping inputs and activities to outputs and outcomes. Logic models clarify what to evaluate: process evaluation focuses on the inputs, activities, and outputs, while outcome and impact evaluation measure the short-, medium-, and long-term outcomes illustrated in the model.

Figure 3 shows an example logic model for a local smoking cessation support service.

Figure 3: Simplified logic model example for a local smoking cessation support service

Program Goal: To reduce the prevalence of smoking among clients in a local health area



Source: Adapted from NSW Health (2023)

2.3. What are the common steps in evaluation?

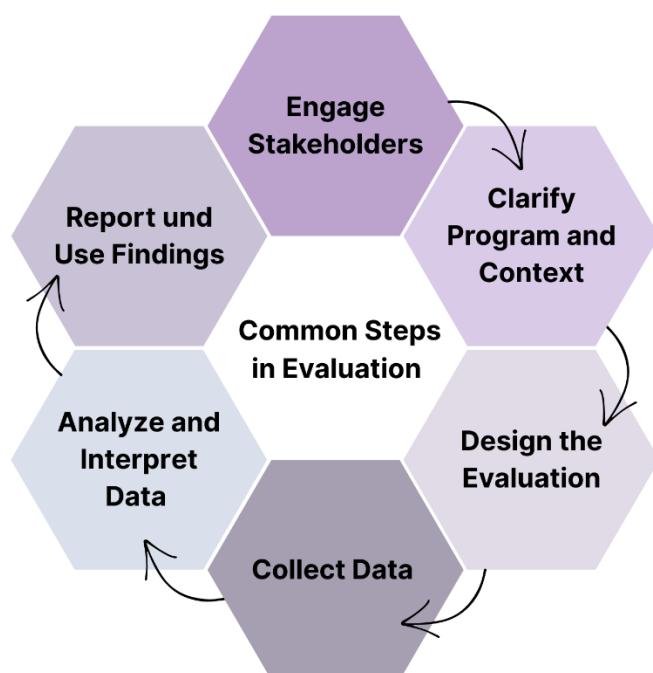
Figure 4 outlines the common stages found across leading frameworks, including the Better Evaluation Rainbow Framework, the CDC Program Evaluation Framework, and WHO frameworks (see Table 3 for details).

While frameworks may differ in language and detail, the underlying steps are consistent:

1. **Engage Stakeholders:** Involve relevant partners, program staff, decision makers, and affected communities in planning and decision-making.
2. **Clarify Program and Context:** Ensure the program's goals, target population and theory of change are well-defined.
3. **Design the Evaluation:** Develop a logic model, select the evaluation type, formulate key evaluation questions, choose indicators and determine methods and data sources.
4. **Collect Data:** Gather quantitative and qualitative evidence. Table 1 summarizes the pros and cons of various data collection methods.
5. **Analyze and Interpret Data:** Make sense of the data and draw conclusions to answer the evaluation questions.
6. **Report and Use Findings:** Share results with stakeholders to support decision-making and accountability, and apply findings to improve the program.

Following these core steps will support a structured, transparent and effective evaluation process.

Figure 4: Common steps in the evaluation process



Source: CDC (2024), WHO (2022), Better Evaluation (n.d.)

Table 1: Advantages and disadvantages of common data collection methods

Method	Pros	Cons
Survey/questionnaire	- Fast, cost-effective for large samples - Can be anonymous - Allows for both quantitative and qualitative data - Structured data for analysis	- Response options can limit depth/context - Response bias possible - Not ideal for nuanced opinions
Interviews	- In-depth insights - Allows follow-up - Captures personal stories	- Time/resource intensive - Less anonymity - Challenging data analysis
Focus groups	- Multiple viewpoints in one session - Rich discussion - Assess group dynamics	- Needs skilled facilitation - Group setting may inhibit responses - Complex analysis
Observations	- Real-time, direct info - Reveals unnoticed processes	- Can alter behaviour - Time-consuming - Difficult to cover all processes
Document review	- Data already exists - Understand context and history of a program - Low burden on others	- May be incomplete/irrelevant - Quality may vary - Relies on accuracy/consistency for data input
Case study	- Comprehensive, multi-source - Combines process & outcome - Personal stories	- Time-consuming - Limited number - Less generalisable/comparable

Source: Adapted from Walo (2023).

2.4. Good practice in evaluation

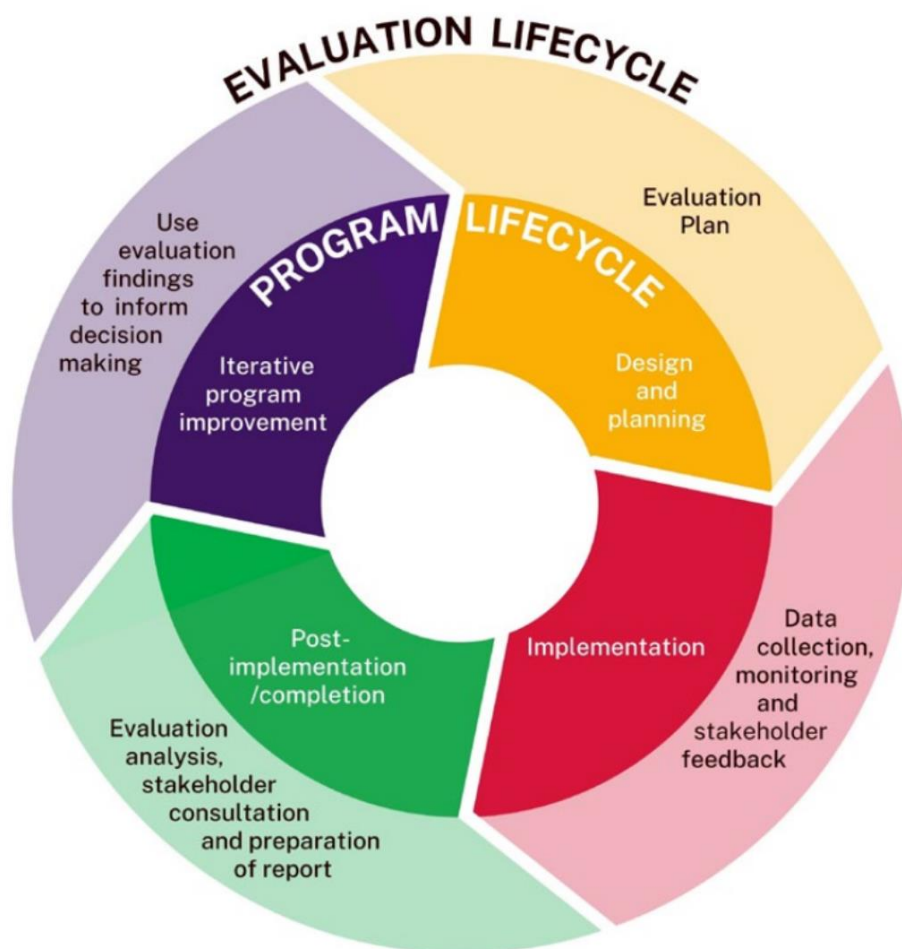
Regardless of the type, scale, or scope of the evaluation, the following good practices can help ensure a successful and meaningful evaluation:

- **Start planning for evaluation early:** Integrate monitoring and evaluation into the program's design from the outset. Figure 5 illustrates how evaluation planning runs in parallel with the program lifecycle.
- **Develop a logic model during planning:** Create the logic model during the design phase to clearly articulate the intended activities and outcomes, laying a strong foundation for the evaluation.
- **Engage stakeholders:** Involve diverse stakeholders from the planning stage to ensure inclusive perspectives and equitable consideration of specific populations.

- **Ensure appropriateness of evaluation design:** Tailor the evaluation to be realistic and suitable for the initiative's scale, stage, budget, and context, concentrating on the most relevant questions.
- **Ensure methodological rigor:** Use valid and reliable methods, including mixed methods when appropriate, tailored to the evaluation's purpose, context and scope.
- **Conduct ethical evaluations:** Follow ethical standards regarding privacy, informed consent, and seek ethics review where required.

Now that you have the foundations of evaluation, it is time to start evaluating! Use the resources in the repository to find the guidance and tools best suited to your evaluation needs.

Figure 5: Evaluation lifecycle and program lifecycle simultaneously



Source: NSW Ministry of Health (2024)

3. Evaluation Resource Repository

3.1. Evaluation for Beginners

Table 2: Evaluation for Beginners resources

Resource/URL	Format	Description	Features
<u>Making sense of evaluation: A handbook for everyone</u> , New Zealand Social Policy Evaluation and Research Unit (2017) (PDF)	PDF	Beginner's guide to evaluation concepts, types and steps.	• Plain language • Evaluation basics • Step-by-step • Practical tips
<u>Evaluation in Public Health Video Series</u> , UK Health Security Agency (2018)	Video series	12-part intro video series covering evaluation basics, logic models and challenges.	• Evaluation basics • Evaluation methods • Video format • Practical examples • Public health focus
<u>The Step-by-Step Guide to Evaluation: How to Become Savvy Evaluation Consumers</u> , W.K. Kellogg Foundation (2017)	PDF	Stepwise handbook for designing and conducting evaluations. Includes a guide to evaluation resources with links to other resources.	• Beginner-friendly • Step-by-step • Practical examples • Resource links
<u>Identifying evaluation questions</u> , Australian Institute of Family Studies (2019)	Website article	Quick guide for designing evaluation questions.	• Types of evaluation questions • Tips for evaluation planning

3.2. Comprehensive Evaluation Frameworks

Table 3: Comprehensive Evaluation Frameworks

Resource/URL	Format	Description	Features
<u>The Rainbow Framework</u> , Better Evaluation (n.d.)	Website	Interactive framework covering all evaluation stage, helping users select appropriate methods for each step.	• Step-by-step • Links to methods
<u>CDC Program Evaluation Framework</u> , U.S. Centers for Disease Control and Prevention (2024) (<u>PDF</u>)	Website/ PDF	Widely used guide for public health program evaluation.	• Public health focus • Practical steps

<u>CDC Program Evaluation Framework Action Guide</u> , U.S. Centers for Disease Control and Prevention (2024) (<u>PDF</u>)	Website/ PDF	How-to for applying CDC's evaluation framework (above). The PDF version includes additional information, examples and worksheets to apply in each step.	• Templates • Worksheets • Public health focus • Practical examples
<u>WHO Evaluation Practice Handbook</u> , World Health Organization (2013)	PDF	Comprehensive stepwise manual following WHO evaluation policy.	• WHO policy • Health focus
<u>Guide to evaluating behaviourally and culturally informed health interventions in complex settings</u> , World Health Organization (2022)	Interactive PDF	Stepwise evaluation framework with tools and templates for complex, behaviourally and culturally informed health interventions.	• Public health focus • Complex settings • Contribution analysis • Unintended effects • Practical tools

3.3. Logic Models

Table 4: Logic Model resources

Resource/URL	Format	Description	Features
<u>Logic Model Development Guide</u> , W.K. Kellogg Foundation (2004)	PDF	Guide to logic models for planning and evaluation, with visuals.	• Templates • Examples • Easy-to-follow
<u>Logic Models: A Planning and Evaluation Tool</u> , Public Health Ontario (2025)	PDF	Short guide to creating logic models for public health.	• Visual worksheet • Practical examples • Public health focus
<u>CDC Program Evaluation Framework - Step 2: Describe the Program</u>	Website	Logic model guidance within CDC's evaluation process. Refer to the CDC Action Guide (Table 3.1) for templates and worksheets.	• Templates • Public health focus

3.4. Process Evaluation

Table 5: Process Evaluation resources

Resource/URL	Format	Description	Features
Process evaluation An introductory guide to collecting evidence about program quality and implementation , Australian Institute of Family Studies (2025)	PDF	How-to guide for process evaluation in community/family programs.	• Process indicators • Process evaluation questions • Practical steps and examples
Developing a Process-Evaluation Plan for Assessing Health Promotion Program Implementation , Saunders et al. (2005)	Journal article	Stepwise approach to process evaluation in health promotion, e.g. fidelity, reach, context, etc.	• Real examples • Process indicators • Process evaluation questions • Public health focus

3.5. Participatory Evaluation Methods/Tools

Table 6: Participatory Evaluation Methods resources

Resource/URL	Format	Description	Features
(1) The Power of Reflection: An introduction to participatory evaluation techniques , Health Nexus (2018) (2) Participatory Evaluation Toolkit , Health Nexus (2018)	PDFs	Introduction and toolkit to 10 participatory evaluation techniques and steps.	• Participatory evaluation methods • Tools / toolkit • Practical examples
A Toolkit for Participatory Evaluation of Practice , Family for Every Child (2023)	PDF	22 evaluation participatory tools for community/family programs.	• Participatory evaluation methods • Children focus • Tools and examples
Community Tool Box , University of Kansas Center for Community Health and Development	Website	Stepwise resource with guides and toolkits for participatory community evaluation (see Chapters 1 and 36-39 for Evaluation). The Tool Box also includes toolkits (see Toolkit 12: Evaluating the Initiative).	• Participatory evaluation methods • Examples • Community focus • Toolkits • Resources database

Involving children in evaluation , Goldsworthy (Australian Institute of Family Studies) (2023)	PDF	Practical guide on engaging children in evaluation activities.	• Child/children participation • Data methods • Ethics
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3.6. Data Collection Methods

Table 7: Data Collection Methods resources

Resource/URL	Format	Description	Features
(1) Using a survey to collect data for evaluation: A guide for beginners , Australian Institute of Family Studies (2023) (2) How to write a survey questionnaire for evaluation: A guide for beginners , Walo (2023) (Australian Institute of Family Studies)	Websites	Quick guide to designing and collecting survey data for beginners.	• Survey basics • Practical examples
Evaluation Briefs Series: Data Collection and Analysis , CDC Adolescent and School Health (2018)	Multiple PDFs	Concise guidance on data collection methods (focus groups, surveys, observation, document review, etc.).	• Data collection methods overview • Practical • Public health focus
Qualitative Methods in Evaluation of Public Health Programs, a Curriculum on Intermediate Concepts and Practices , Measure Evaluation (2018)	Training materials (PDF)	Practical training curriculum and guides for qualitative data collection and analysis.	• Qualitative • Training guide • Participatory methods

3.7. Digital Health Evaluation

Table 8: Digital Health Evaluation resources

Resource/URL	Format	Description	Features
Monitoring and Evaluating Digital Health Interventions , World Health Organization (2016)	PDF	Step-by-step WHO guide to digital health evaluation and indicators.	- Digital health indicators - Practical examples
Evaluating digital health products , GOV.UK (2021)	Website	Practical resources for evaluating digital health products and services.	- Product-focused - User-friendly

3.8. Evaluation Toolkits and Resource Libraries

Table 9: Other Evaluation Toolkits and Resource Libraries

Resource/URL	Format	Description	Features
NHS Evaluation Toolkit , NHS (2015)	Website	Stepwise toolkit with tools and resources for each step, including a checklist to help with evaluation planning.	Evaluation checklist - Evaluation cycle - Tools - Public health focus
NHS Evidence Toolkit , NHS (2015)	Website	Toolkit to help find, appraise, and apply evidence for health programs.	- Evidence cycle - Appraisal tools
Evaluation Tools and Resources , Better Evaluation (n.d.)	Website	Searchable library of curated, high-quality evaluation resources.	- Search/filter - Filter by topic and type - Global scope
Cottage Health Evaluation Toolkit , Cottage Center for Population Health	Website	Toolkit with worksheets and case studies for health program evaluation.	- Public health focus - Worksheet downloads - Examples
NSW Treasury Evaluation Guidelines and Evaluation Resources , NSW Treasury (2023)	PDFs	Evaluation guidelines and workbooks with templates (e.g. evaluation design, questions, monitoring and report templates. Applies beyond the NSW context. See also technical notes on 'Evidence in evaluation' and 'Outcome evaluation design'.	- Evaluation guide - Evaluation workbooks - Template downloads - Ready-to-use

References (Section 2)

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