

Evaluating & Measuring the Impact of Your After School Program

ONference: Ontario's After School Program
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PURPOSE of SESSION

Participants will increase their knowledge regarding:

1. the new on-line Planning & Evaluation tool for recreation programmers.
2. outcome evaluation designs based on a strong program plan



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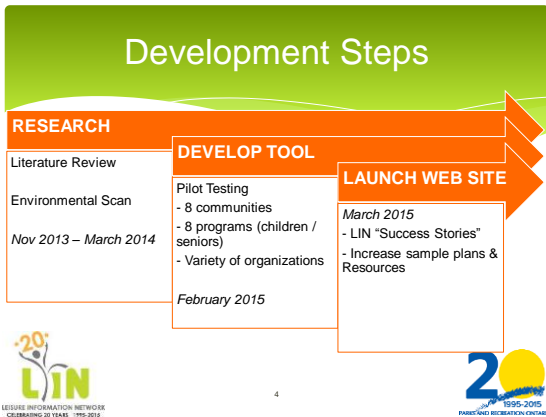
Brief History

- * Joint project of LIN and PRO funded by Ministry of Tourism, Culture and Sport
- * **Long-term** – investigate the feasibility of recreation program benchmarks for ideal/recommended amounts of physical activity (intensity, time)
- * **Short-term** – more consistent approaches to planning & evaluation; learn from others

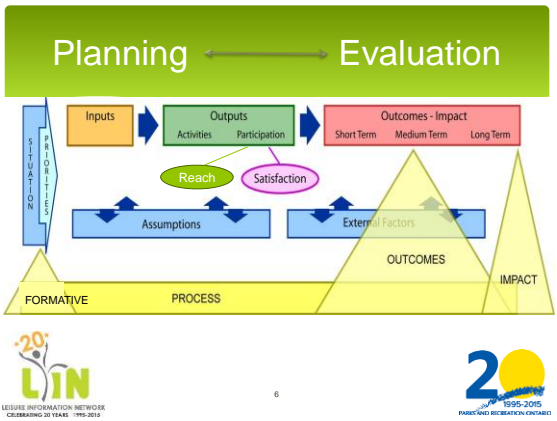


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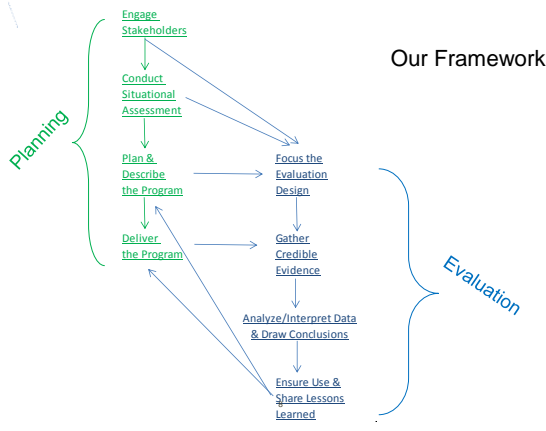
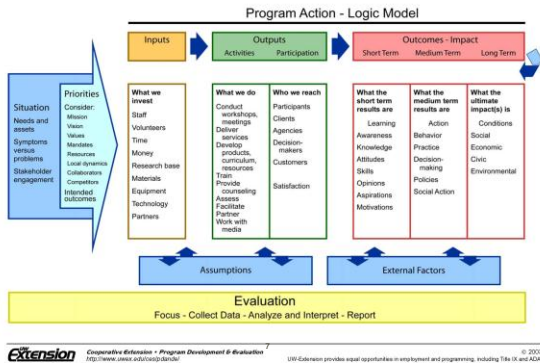








PROGRAM DEVELOPMENT
 Planning – Implementation – Evaluation



Plan & Describe the Program

1. Engage Stakeholders
2. Conduct a Situational Assessment
3. Describe the Plan
 - a) Link to broader strategic directions
 - b) Identify program goal(s)
 - c) Determine program participants
 - d) **Set outcome objectives**
 - e) Determine program specifics – type, amount of physical activity, physical literacy components, resources needed



Outcome Objectives

- * "How much of what should happen to whom by when"
- * S.M.A.R.T. format
- * NOT Process Objectives that describe what you will do (verbs – action words!)
- * Describe the changes to which your program will contribute (not "cause")
 - individual level
 - organizational level
 - environmental level



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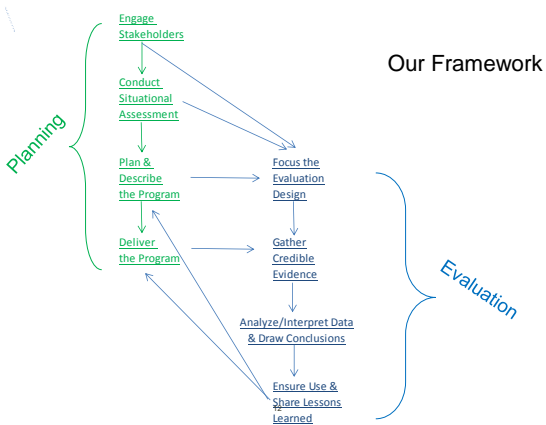
Process or Outcome? Improvements?

- To promote the program in 4 newspapers, on 1 radio station and on Facebook & Twitter in August, 2015.
- Most parents will re-register their child in the program.
- To increase by 10% the amount of moderate to vigorous physical activity each participant does in their class between weeks 1 and 12.



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Focus the Evaluation Design

- a) Establish the **purpose** of the evaluation
- b) Identify the key **evaluation questions**.
- c) Identify the **type** of evaluation to undertake – formative, process, outcome, impact.
- d) Establish the **indicators**.
- e) Determine the evaluation **methods** to use based on type



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Match Them Up

METHOD

WHICH TYPE?

- * Satisfaction Survey
- * Pilot test
- * Expert Opinion Summative Judgement
- * Pre/Post Assessment
- * Literature Review
- * Tracking Participation
- * Constructed Matched Comparison Design

- * Formative
- * Process
- * Outcome
- * Impact



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“Assessing Physical Activity in a Recreation Program” Form

- * An outcome measure using **pre/post design**
- * The only part of your program plan that is **NOT confidential**
- * Incorporates physical literacy component and can link to High Five assessment
- * Piloting with registered programs, with an instructor
- * Measures:
 - Intensity** (Heart Rate, Rate of Perceived Exertion and/or Observation of Effort)
 - Time** spent in sedentary, light activity & moderate-vigorous activity during the class



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<http://evaluation.lin.ca/>



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