

# Setting up your evaluation

## What is evaluation?

Evaluation is the process that reflects on the overall project, looking at the project's aims and objectives, whether it met those, what outcomes it had, what went well and what learnings can be taken for the future from what didn't go so well.

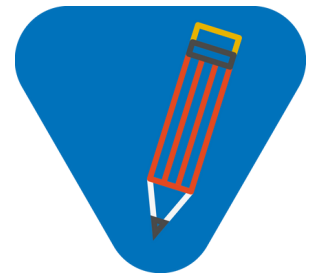


## Why is it important?

Evaluating your project provides a way to demonstrate impact, examine what lessons can be learnt for future projects and really importantly it provides a voice for patients, families, carers and staff to share their views of the project.

## When should evaluation work be started?

You should begin to plan your evaluation as early as possible. This will ensure that the relevant stakeholders are engaged from the start, evaluation scope is agreed, a clear plan for evaluation activity involving patient, family, carer and staff feedback is put in place before go-live and clear processes for data collection are set and agreed.



## When should it be revisited?

As with other aspects of your project, your evaluation plans should be regularly reviewed and revisited throughout the implementation process. This will ensure that you are reviewing what activity is working well and being engaged with and what is not working so well or is seeing less engagement. You can then revise and adapt your approach as needed to ensure optimum engagement. You may also find from initial feedback that there are areas of evaluation that need more of a focus than initially planned.



The next page of this guide shares lessons learnt and top tips for setting up your evaluation

## Aims and Scope Setting

- Define what the aims of the evaluation are, what are you evaluating and why?
- Agree the scope of the evaluation. If you have multiple services, pathways and/or patient cohorts within your project be clear which of these, or all, the evaluation will cover.

## Evaluation Themes

- Define what themes your evaluation will cover. Examples include:
  - Patient, family and carer feedback on benefits and challenges
  - Staff feedback on benefits and challenges
  - Implementation successes, challenges and recommendations
  - Evaluation of digital solutions/technology
  - Return on Investment analysis
  - Health Inequalities impact
  - Environmental Sustainability impact

## Stakeholder Engagement

- It's important to map out who needs to be involved to make your evaluation a success, and what role and responsibilities they will take
- Engage the relevant stakeholders early in the process to ensure everyone is on board and understands the evaluation plan and timescales
- Examples of people who may need to be involved are patients, families and carers; staff including clinicians, health care professionals, administrative staff; academic research partners; designers; data analysts; comms teams

## Feedback and Data Collection

- Consider who will be providing the feedback and that the method of providing their feedback is appropriate. E.g. If an online survey, do the respondents have easy access to the internet and a computer/phone/tablet?
- Ensure methods are inclusive for people with disabilities such as hearing or visual impairments
- Set up clear processes and sufficient resource for receiving and collating the feedback/data
- Consider any environmental impact of evaluation activity (e.g. paper surveys, travel for in-person interviews etc)

## Timescales

- Build realistic timescales, considering aspects such as:
  - Feedback and data collection activities
  - Analysis of results
  - Report writing
  - Creation of any supporting graphics/infographics
  - Communication and sharing of the report
  - Points throughout the process to review progress

## Report Format

- Consider who the audience of the report is
- Define the desired length of the report and level of detail
- Sketch out the sections of the report
- Design a communication plan for sharing the report with the required audience