Evaluating Your Agility Grant: From Logic Models to Reporting

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Webinar Overview

- The NCPG Agility Grant Program
- Logic Models for Program and Evaluation Design
- Why it is important to evaluate your Agility Grant
- How to evaluate: a step-by-step guide to get started
- Measurement considerations
- Resources to support evaluation
- Support and technical assistance

National Council on Problem Gambling
Agility Grants

Goal 1: Prevent and reduce gambling harm in young people by supporting effective, tailored problem gambling prevention education initiatives created and implemented by nonprofits that live and serve in their local communities.

Goal 2: Amplify the voices and leadership of people from historically underrepresented communities, where gambling harms are often more prevalent.

Goal 3: Support projects in communities that have previously had no problem gambling prevention services or expand services to new populations in communities that have effective but small services.

Logic Models for Program Design and Evaluation

- A logic model is a visual map of your program and helps to connect your program components together to create a shared understanding of the program.
  - Inputs/Resources
  - Activities
  - Outputs
  - Outcomes
  - Impact
- Logic models create a shared understanding, ensure program goals, objectives, activities, and impacts, are aligned.
- Good logic models guide implementation and highlight evaluation activities
- Logic models are a roadmap, showing how actions lead to desired results, improving clarity for staff, stakeholders, and funders, and increasing the likelihood of success.

NCPG Agility Grant Logic Model Template

Organization Name:

Project Title:

Objective #1:

Inputs / Resources	Activities	Outputs	Participants or Audience	Short Term Outcomes	Evaluation Methods (for Short Term Outcomes)	Behavioral Action	Long Term Impact
In order to accomplish our set of activities we will need the following resources. *Examples: staff, consultants, funding amount, equipment, partners, etc.*	*In order to address our problem, we will implement the following activities.* *Examples: securing partners, organizing advisory panel, developing curriculum, training staff, etc.*	*We expect that these activities will produce the following outputs.* *Examples: # of presentations, # of social media posts, # of events, etc.*	*We expect these outputs to be beneficial to the following target audience(s).* *This should include people directly engaged (primary audience) and people indirectly or passively engaged.*	*We expect these activities will lead to the following outcomes **by the end of the grant period**.* *Examples: % increase in knowledge, # of likes on social media posts, # of webpage visits, etc.*	*We will use these methods and measurement tools to determine if outcomes were met.* *Examples: surveys, pre- and post-tests, focus groups, activity logs, etc. Cite sources if possible.*	*We expect these activities will lead to the following behavioral changes among participants **beyond the grant period**.* *Examples: accessing and/or sharing resources, avoiding high-risk situations, etc.*	*We expect these activities will lead to the following long term impact **beyond the grant period**.* *Example: Healthier norms around gambling, earlier prevention and intervention, safer decision-making, etc.*

NCPG Agility Grant Logic Model Template

Organization Name:				
Project Title:				
Inputs/Resources	**Activities**	**Outputs**	**Participants/Audience**	**Short-term Outcomes**
In order to accomplish our set of activities, we will need the following:	*In order to address our problem or asset, we will accomplish the following activities:*	*We expect that once accomplished, these activities will produce the following evidence or service delivery*	*We expect these outputs to be beneficial to the following target audience(s).*	*We expect these activities will lead to the following outcomes **by the end of the grant period.***
What is needed to implement the activities you have proposed. Time, staff, funding, technical assistance partnerships.	What you are going to propose to do with the inputs to address the problem or need you are trying to solve.	The number of participants, the number of activities or products, types of service, and the number of deliverables	Your priority population. Be sure to include those you directly engage and those who are passively engaged.	Immediate changes, such as attitudes, awareness, and knowledge. Also, community engagement in the project.

NCPG Agility Grant Logic Model Template

Organization Name:		
Project Title:		
Evaluation Methods (Short-term Outcomes)	**Behavioral Action**	**Impact**
We will use these methods and measurement tools to determine if outcomes were met	*We expect these activities will lead to the following behavioral changes among participants **beyond the grant period**.*	*We expect that these activities will lead to the following long-term impacts **beyond the grant period***
Examples include surveys, pre- and post-tests, focus groups, activity logs, media reach	Examples include accessing and/or sharing resources, avoiding high-risk situations, other risk and protective factors. Try to support this with literature or program information	Examples include healthier community norms around gambling, earlier and more comprehensive prevention systems, safer decision-making.

Your Agility Grant Logic Model…

- Will have one table per proposed project objective
- Should meet the needs of specific Agility Grant audiences
  - NCPG
  - Application reviewers
  - Your agency/team
  - Stakeholders
- Ties the purpose of your program to actions, deliverables, and expected results.
  - Clear logic chain ("if this happens, then that happens")
- Can be used to guide both your implementation and evaluation efforts
  - Planning
  - Workplan/timeline development and monitoring
  - Obstacles/challenges
  - Outcomes that need to be measured

Tips for Creating and Refinining a Logic Model

- Logic models take time to create – start early and integrate into your application process.
- Logic models are often created using iterated processes:
  - Add content
  - Step away
  - Come back and review
  - Have the team review
- Consider reading the logic model out loud to a colleague to make sure your "if-then" causal chains are clear and tight.
- Sign up for an Agility Grant Evaluation T/A session

Evaluating Your Agility Grant

- Why evaluate? Important considerations
- Agility Grant Evaluation and Reporting Components
- How to evaluate: a step-by-step guide to get started
- Storytelling
- Resources to support evaluation
- Support and technical assistance

Why Evaluate?

Answer #1: Because it is required as a condition of Agility Grant funding.

Answer #2: Agility Grant program improvement/continuous quality improvement.

Answer #3: To better meet the health and well-being of your communities through understanding impact and what needs are still unmet

Answer #4: To understand and be able to share the impact of your program.

Answer #5: To support new grant applications (sustainability)

Understanding your "why" is critically important as you think about evaluation and begin to plan and implement an evaluation!

# You already have the knowledge, skills, and experience you need to evaluate your Agility Grant!

"Start anywhere, follow it everywhere" is a mentality that frees us from having to choose the "right" starting point, the "right" first step. It means we begin wherever we are, with whatever makes sense to us. This approach shifts the focus from product to process, from knowing to discovering. It allows us to just start, to begin, without having it all mapped out.

--Miriam Rowley, reflecting on Walk Out, Walk On

Common Agility Grant Program Activities and Evaluation Tools

Common Methods	Specific Tools
Program presentations	Surveys (post-presentation or pre-post) Focus groups/listening sessions
Short series of workshops	Pre-post surveys Focus groups/listening sessions
Train-the-trainer workshops	Quality, relevance utility measures and planned impact (trainers) Impact on practice/reach of trainers/# of sessions
Social media campaigns	Social media metrics and impressions Coding of social media comments Focus/discussion groups
Website development/deployment	Focus groups Website metrics
Tabling/offering resources at events	Surveys/conversations/# and types of resources

Agililty Grant Evaluation and Reporting Components

Programmatic Reporting

(at the end of Year 1)
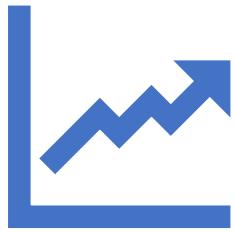
Evaluation Results and Impacts

Storytelling

Evaluating Your Agility Grant: A Step-By-Step Process

1. Decide what to evaluate (what)
2. Form your evaluation team (who)
3. Decide on the type of evaluation and design to use (how)
4. Decide how to measure outcomes (how)
5. Determine how to collect data (how)
6. Analyze, report, and share data (how)
7. Consider storytelling as an evaluation component (what/how)

Step 1: Decide What to Evaluate

- Guiding question: What do you need to know and from whom/what?
- Use your logic model to help you identify outcomes and other things you want to measure as part of the evaluation, such as feedback, quality, and relevance
- Think about the scope of the evaluation: are you going to evaluate the entire program/initiative or parts?
  - Capacity to evaluate
  - Resources to evaluate
  - Springboard approach of starting with part and building capacity to evaluate the whole program/initiative.

Step 2: Form Your Evaluation Team

- May be the same as your program team
- May include other staff from your organization who have measurement, evaluation, or performance management experience.
- May include staff from outside your organization
  - Specialized evaluation firms
  - Consultants
  - Nonprofit organization staff (i.e., United Way)
  - College/university professors and classes
- Leadership support for the evaluation

Step 3: Decide on Evaluation Type and Design to Use

- Process
- Formative
- Outcome
- Impact
- Developmental

An overview of each type of evaluation follows below!

Process Evaluation

- Focus on program/strategy implementation
- Focuses on outputs—what was implemented, by whom, where, and with what population?
- What are the program outputs?
- Can include a fidelity assessment—did implementation follow the plan for the program, intervention, or strategy?
- Usually conducted internally and contributes to program improvement.

Formative Evaluation

- Usually undertaken early in the lifecycle of the program/strategy but can be ongoing.

- Used to understand whether the goals of the program are likely to be fulfilled, and to identify the barriers and facilitators of implementation.

- Quality, relevance, utility

- Feedback and satisfaction

- Results of the formative evaluation are then incorporated into the program with the necessary adjustments made to improve program implementation (CQI).

Outcome Evaluation

- Outcome evaluation focuses on whether the desired changes from the program, strategy, or intervention occurred.
- Did the program reach its outcomes?
- Your measurement of outcomes should match your logic model
- Often use simpler designs and show how much change occurred
    - Pre-test/post-test
    - Measures of reach for media campaigns
- For Agility Grants, outcome evaluation efforts likely will focus on short-term outcomes and changes.
- Outcome evaluation by itself usually cannot determine how much of the observed changes came from the program or strategy or how much came from alternative drivers of change.

Impact Evaluation

- Similar focus as outcome evaluation – did the desired changes from the program, strategy, or intervention occur?

- Uses rigorous and resource-intensive designs such as experimental designs or comparison designs with a matching comparison group.

- May include record data as well.

- Allows drawing cause-and-effect conclusions.

- Often done with external teams

- Requires most financial and human capital and program capacity.

Developmental Evaluation

- Newer form, articulated by Patton, 2010
- Evaluators serve as part of the program team, working in partnership to develop the program or strategy while simultaneously designing and implementing the evaluation.
- This is a really common approach with Agility Grants
- Developmental evaluation also is a great choice if the program or strategy is not fully developed or ready for a traditional evaluation.

Common Evaluation Research Designs

Pre-post

Pre-post with comparison group

Experimental

Many others!

Step 4: Measuring Outputs and Outcomes

- **Measure characteristics of those you reach (outputs)**
  - Numbers reached
  - Demographics
- **Determine your key outcomes and key measures**
  - Direct linkage to evaluation questions
  - From Logic Model
  - From program or strategy materials (if using an EBP or curriculum)
- **Determine related things to measure**
  - For example, if you are measuring awareness of gambling prevalence, you likely will want to measure peer norms and perceptions of risk.
  - Behaviors, attitudes, knowledge, and risk/protective factors
- **Partnerships are important!**

More on Measurement

What you measure can depend on:

Your information needs

Your logic model

The characteristics of your program, intervention, or strategy

Your funder's requirements

How to measure key outcomes and constructs:

Measures and questions that have been used previously

Previous evaluations of interventions, media campaigns, and strategies

Measurement resources from universities and university extension services

Keep in mind:

Often it is better to measure a few things well than to measure everything possible.

Step 5: Determine How to Collect Data

- **Instruments**
  - Surveys
  - Interviews
  - Focus groups
- **Data Sources**
  - Program records
  - Existing data sources
  - Partners
  - Records from the program or from other systems
- **Identify your tools, identify a design, and create a plan**
  - How to collect
  - When to collect or obtain
  - Collecting from whom?

Step 6: Analysis and Reporting

- How will you analyze the data collected?
- Who will analyze and create the report?
- What do you need for Agility Grant reporting to NCPG?
- What will you report?
- Do you need a report or an infographic?
- How will you use your findings?
  - Program improvement
  - Grant reporting
  - New applications
- How will you share your findings?
  - What story will you tell?

Step 7: Storytelling with your Agility Grant

Why it matters:
- Helps to engage stakeholders by highlighting impact
- Brings meaning to data, explaining why or how a program works
- Strengthens partnerships and advocacy
- Supports reflection and CQI

Strategies:
- Encourage participants, staff, and stakeholders to share their experiences and feedback
- Combine qualitative and quantitative data
- Consider visuals such as photos and infographics

Caution:
- Ethics are key—consent from participants if they provide feedback, provide confidentiality if requested, and report their feedback and stories authentically.

The bottom line: "By weaving data into compelling narratives, program evaluations become more engaging, memorable, and persuasive, making stakeholders more likely to act on the findings." *Category One Consulting*

Evaluation T/A Sessions

- Virtual 1-1 T/A sessions are available!

- Common topics for evaluation T/A sessions:
  - Problem gambling prevention
  - Logic model development/review
  - How to use data to improve programs
  - What program components to evaluate
  - Ways to evaluate a program.
  - Matching your evaluation design to the grant scope and team capacity.
  - Survey designs, questions, and review

- Schedule through Sign-Up Genius:

  https://www.signupgenius.com/go/30E084DA8AD28A2FB6-61501993-2026
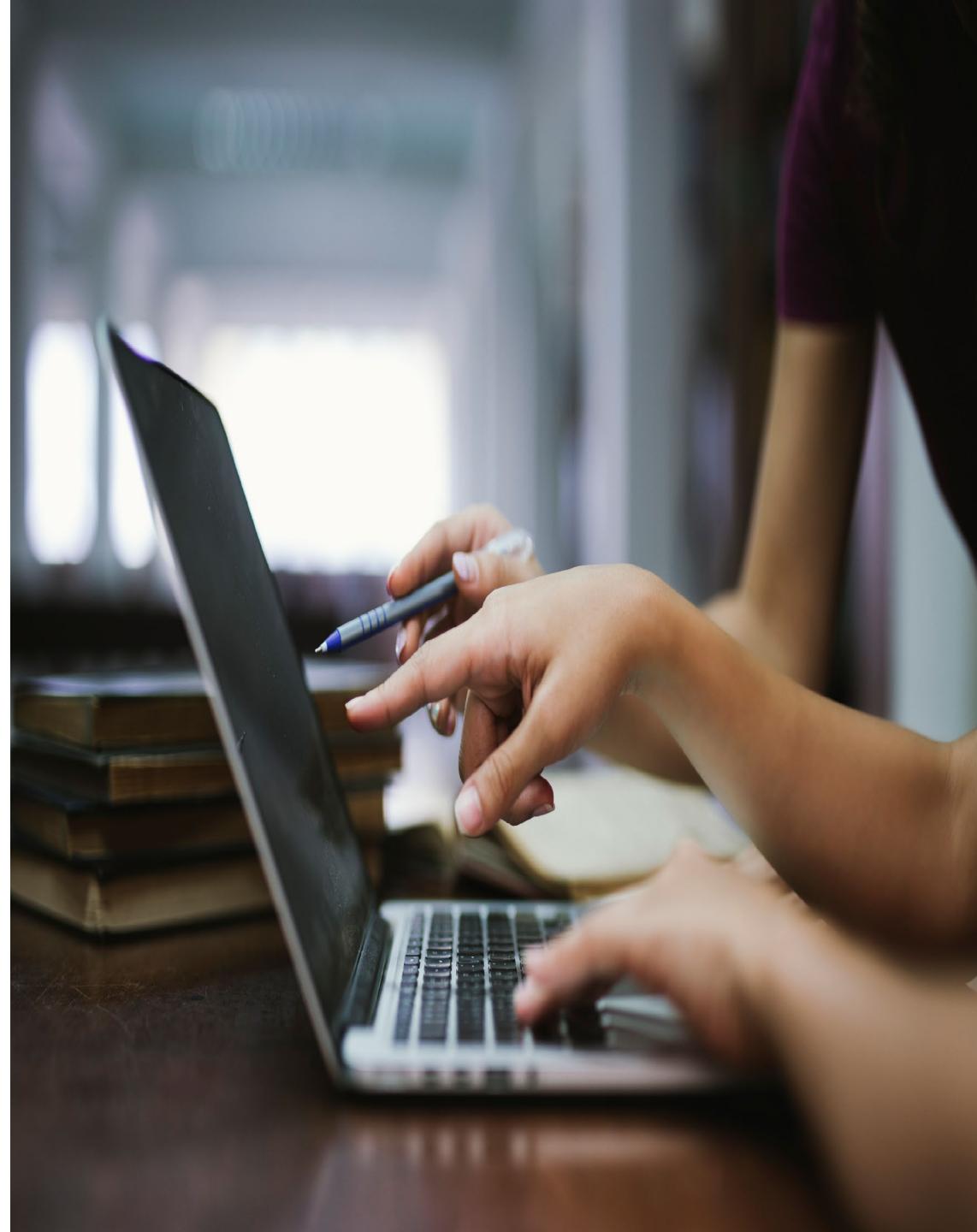
Contact Us

National Council on Problem Gambling

Agility Grants

NCPG

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Evaluation
Resources
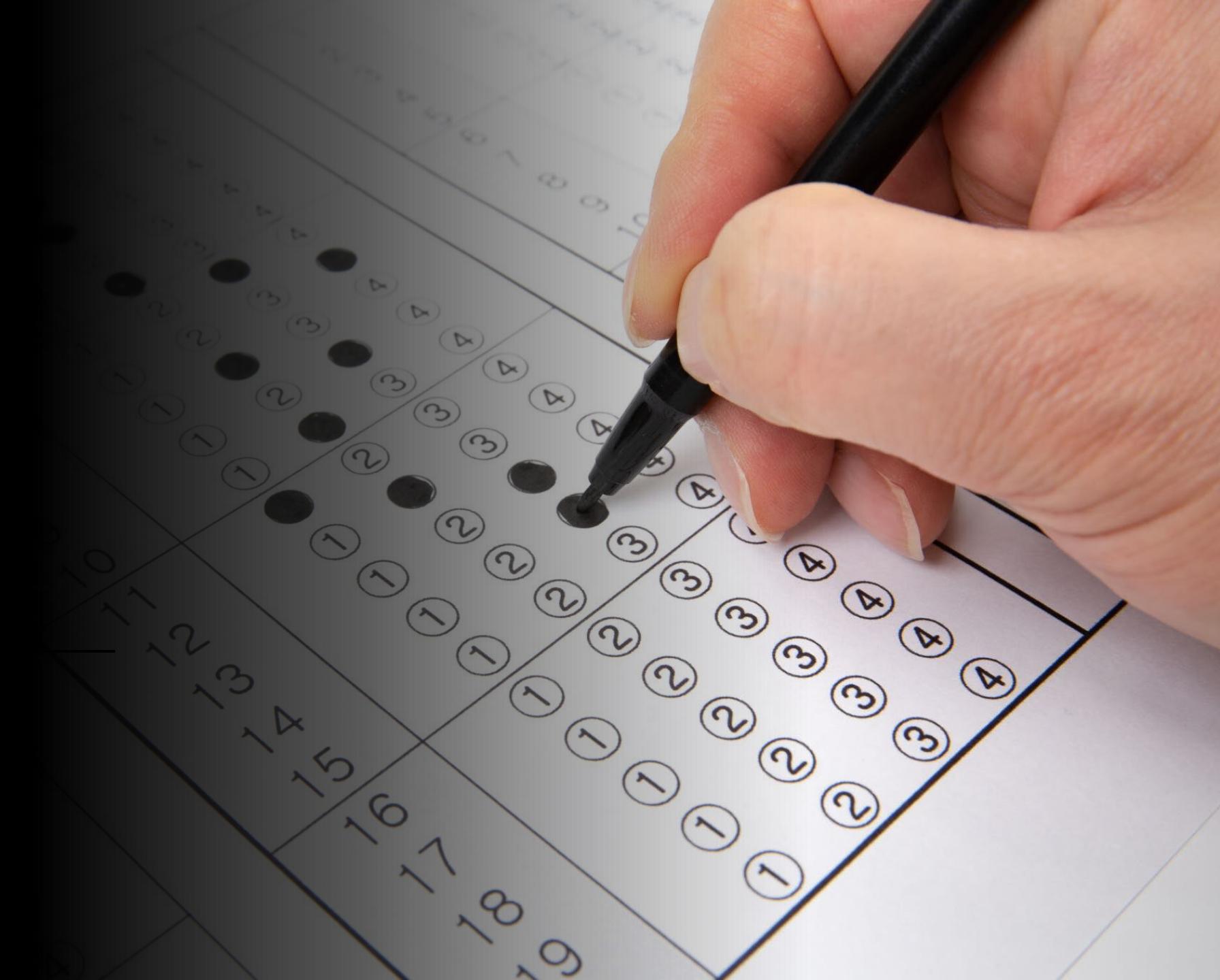
Logic Model Templates and Resources

- Logic Model Development Guide
- Community Tool Box: https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main
- OPM.gov logic model template
- Completed logic model resources
  - Evidence Centre (Page 9)
  - Scribd
  - Alliance Scotland

Community Tool Box
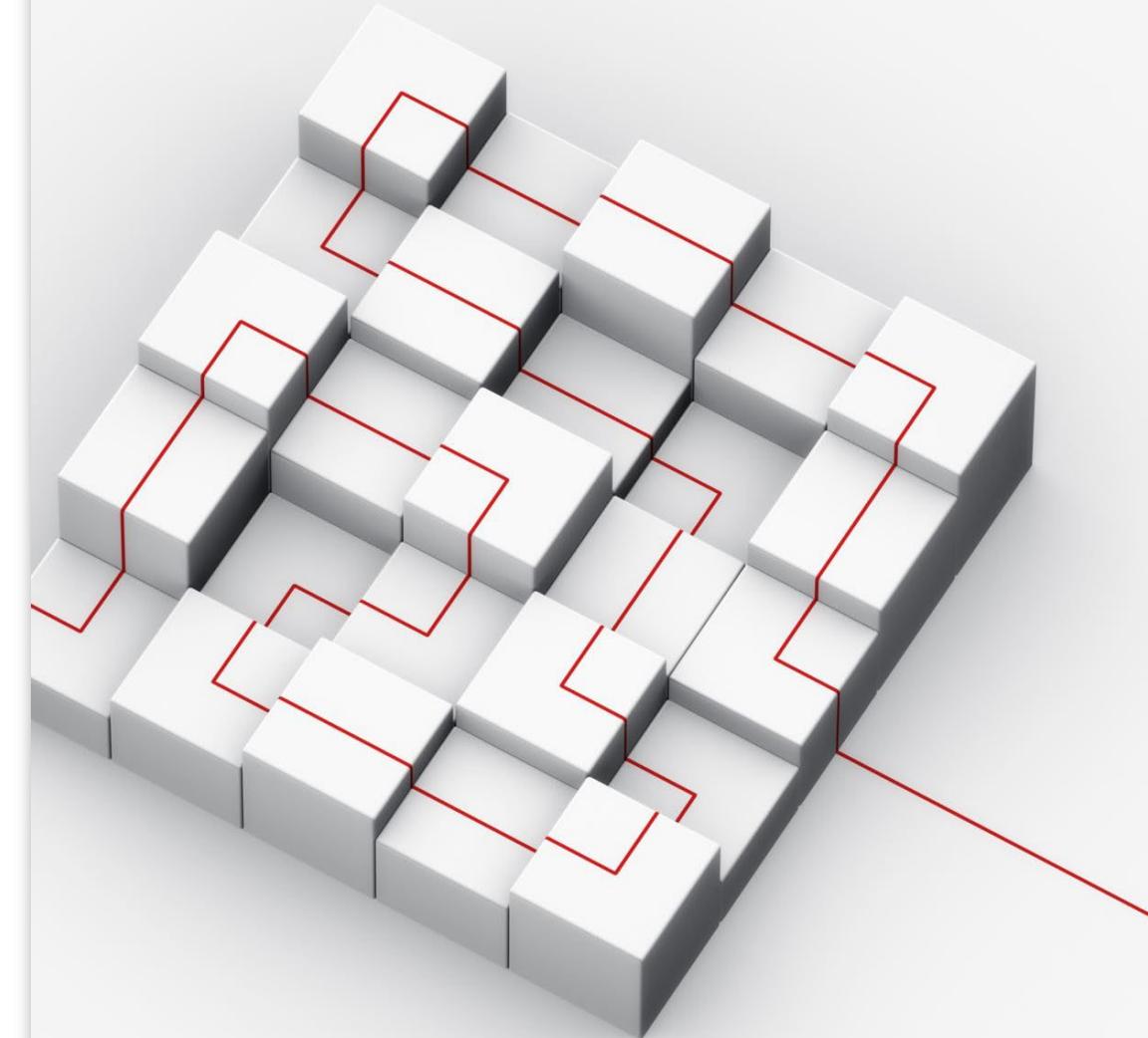
- https://ctb.ku.edu/en/table-of-contents
- Comprehensive resource to support program design, quality improvement, and community change.
- Organized into chapters and toolkits
- Evaluation is covered in chapters 36-39 and toolkit in chapter 12.

Evaluation Design Resources

- W.K. Kellogg Evaluation Handbook: https://wkkf.issuelab.org/resources/9191/9191.pdf

- Better Evaluation Frameworks

Storytelling in Evaluation

- Storytelling in Evaluation: Flipping the Narrative for Deeper Impact | Jeweld Consulting

- The Power of Storytelling in Program Evaluation — Category One Consulting

- Personal stories | Better Evaluation