

# Monitoring & Evaluating Progress Toward WYCC Goals

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# Today's Goals



Discuss the purpose of evaluation & monitoring



Share tools for evaluation & monitoring

# Broadly, evaluation is....

The **systematic collection of information** about the activities, characteristics, and outcomes of programs **to make judgments** about the program, **improve program effectiveness**, and/or **inform decisions** about future program development.

*Patton MQ. Utilization-focused evaluation: The new century text. 3rd ed. Thousand Oaks, CA: Sage, 1997*

# Question:

Why do you think evaluating the coalition's work is important?

# Why evaluation matters...

Evaluation ensures the coalition's efforts produce measurable improvements.

## **Without evaluation, we cannot know**

- If strategies are implemented as intended
- If resources are being used effectively
- If we are reaching the intended population
- If partners are being mobilized as intended
- If we are seeing improvements in cancer outcomes
- If it is necessary to shift priorities

# Coalition Evaluation

Butterfoss and Francisco, 2004

## Process Evaluation

- Evaluation of processes that sustain coalition infrastructure

## Impact Evaluation

- Evaluation of efforts designed to achieve coalition goals

## Outcome Evaluation

- Evaluation of changes in the health status of the community

# What should workgroups track?



## Engagement

What types of individuals and organizations are represented?



## Activities

What actions are members taking?



## Outputs

What are the immediate results of those actions?



## Outcomes

What changes result from those actions?

## **1. Develop an Action Plan**

- Break strategies into specific, achievable activities
- Assign a lead
- Identify a timeline

## **2. Identify Simple Measures of Progress**

- Track activities completed (meetings held, trainings delivered, materials distributed)
- Monitor reach (participants, partners, counties)

## **3. Check in Regularly**

- Schedule quarterly or monthly workgroup meetings
- Identify barriers early and adjust as needed

## **4. Document and Share Successes**

- Capture stories, partnerships, and lessons learned
- Highlight wins
- Share progress with stakeholders, partners, and other workgroups

## **5. Adjust When Needed**

- Action plans should be living documents
- Update based on new data, funding opportunities, or community needs

# Question:

What challenges might make it difficult for your workgroup to track progress, *and how can we work to avoid or overcome them?*

# Tools to Support Tracking & Monitoring

- [Workgroup Action Plans](#)
- [Cancer Plan Outcomes Tracking Spreadsheet](#)
- Annual Progress Presentations
- Story Collection Templates
- Training Tracking Spreadsheets



# Thank you!

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