

Event Brief

Workshop: Community-based evaluation – Part 2

September 21, 2023

The webinar [recording](#) and [slide deck](#) are available

Purpose

This workshop was led by members of the Center for Community-Based Research (CCBR) and was the second of two in a series exploring community-based evaluation (CBE). While the first workshop focused on the fundamentals of community-based evaluation, the second workshop explored evaluation planning, information gathering and analysis and acting on findings.

Participants

This event was attended by 58 individuals from *Supporting the Mental Health of those Most Affected by COVID-19* (MH COVID) project teams and their partners, CCBR, and the KDE Hub.

Meeting structure

- Dr. Katie Cook (Research and Evaluation Manager, KDE Hub) opened the workshop and introduced the presenters from CCBR, Dr. Dina Taha (Senior Researcher), Dr. Rich Janzen (Executive Director), and Dayan De Souza (Centre Researcher).
- The presentation began with a review of content shared during the first webinar in this series, which primarily focused on the first of four phases in CCBR's CBE model (*laying the foundation*). It then covered information about phases 2 (*evaluation planning*) and 3 (*information gathering and analysis*).
- Participants joined breakout rooms where they discussed ways in which research and evaluation can create harm, as well as ideas for designing evaluations that mitigate potential community harm.
- A few highlights from breakout rooms were shared in plenary and the presentation closed with information pertaining to the final phase of the model (*acting on evaluation findings*).
- The workshop closed with a few reminders and updates from the KDE Hub.

What did we learn?

Part 2 of this workshop series concentrated on phases 2-4 and steps 5-11 of CCBR's CBE model. The webinar recording and slides from Part 1 can be found [here](#).

Phase 2 – Evaluation Planning

Step 5 – Determine the evaluation questions. Evaluation questions are shaped by the purpose identified in phase 1, *laying the foundation*, and influenced by the steering committee. It is important to consider feasibility for the evaluation plan in terms of time, money, and effort. Evaluation questions that do not get answered in this cycle can be addressed in the future.

Step 6 – Develop methods for collecting information. Qualitative and quantitative methods are chosen for collecting information that best answers the evaluation questions. A combination of both approaches is often used to capture the depth and breadth of the information. This step includes taking inventory of data already collected and developing a recruitment strategy for participants.

Step 7 – Develop an analysis plan. This step is an opportunity to reflect and modify the evaluation plan. Building in time to reflect on the analysis plan and obtaining input from the steering committee is key.

Phase 3 – Information Gathering and Analysis

Step 8 – Gather information ethically. Methods used to prioritize ethics in information gathering include ensuring data collectors are trained adequately, pilot testing collection methods, incorporating guidance from the steering committee and adapting the plan as needed. Applying a trauma-informed lens to the plan can support the development of safe spaces within the evaluation.

Step 9 – Analyze and summarize information. Ensuring that diverse perspectives are included in the analysis is essential for community-based evaluation. Methods for involving stakeholder in this process include incorporating community/peer researchers in the team, incorporating the steering committee, and hosting feedback sessions/open forums with participants.

Phase 4 – Acting on Findings

Step 10 – Share learnings. Essentials for knowledge mobilization planning include identifying the audience, clarifying the message and the goal, selecting tools and strategies that best suit the audience, and evaluation of knowledge mobilization efforts.

Step 11 – Initiate new action. This step is often performed by the steering committee. Developing recommendations, either on a large or small scale is a popular approach to initiation new action. Others include influencing policy, finding agreement on new action items and checking-in to see that they have been followed through.

What's next?

- [Book a consultation](#) for additional support around evaluation.
- Check out resources shared during part 1 and 2 of this workshop series [here](#). Additional resources focused on evaluation can also be found on the KDE Hub [website](#).

