

Appendix 6. Evaluation terms and definitions

Evaluation terms	Definitions	Example of questions	Example of methods
Planning	<p>Provide advice and objectivity.</p> <p>Ensure that the goals and objectives of the project/initiative are valid and measurable.</p> <p>Facilitate stakeholder engagement with respect to the evaluation process.</p> <p>Undertake negotiation and evaluation processes.</p>	<p>Is this project/initiative a priority?</p> <p>Does it align with NPS corporate goals?</p> <p>Are the goals and objectives measurable?</p> <p>Why evaluate?</p> <p>How will the findings be used?</p>	<p>Needs assessment (R&D)</p> <p>Literature synthesis</p> <p>Logic modelling</p> <p>Evaluation plan</p>
Process evaluation	<p>Provides information about the project/initiative outputs.</p> <p>Encompasses the implementation or delivery of a project/initiative once it is operational (e.g. use, satisfaction, value).</p> <p>Data collection is ongoing.</p> <p>The project/initiative is regularly monitored.</p>	<p>What is the reach and scope of the project/initiative?</p> <p>What are the strengths and weaknesses of the project/initiative?</p> <p>Are there any modifications that need to be made to project/initiative delivery?</p>	<p>Analysis of participation data/web statistics</p> <p>National survey</p> <p>Targeted surveys</p> <p>Interviews</p> <p>Focus groups</p> <p>Delphi Technique</p> <p>Other</p>
Impact evaluation (short-term)	<p>Measures the effectiveness of a project/initiative.</p> <p>Assesses any short-term changes in parameters pertinent to the project/initiative (e.g. changes in awareness, skills, attitudes and knowledge).</p>	<p>Have the needs of the target audience been met?</p> <p>Has there been an increase in knowledge and skills of health professionals as a result of the project/initiative?</p>	<p>National survey</p> <p>Targeted surveys</p> <p>Interviews</p> <p>Focus groups</p> <p>Analysis of drug utilisation data</p> <p>Other</p>
Impact evaluation (intermediate term)	<p>Measures effectiveness and assesses intermediate term changes in parameters pertinent to the project/initiative (e.g. changes in behaviour).</p>	<p>Has there been a change in prescribing behaviour of health professionals as a result of the project/initiative?</p>	<p>Analysis of drug utilisation data</p> <p>Other</p>
Outcome evaluation (long-term)	<p>Assesses whether long-term goals of the project/initiative have been met (e.g. changes in health outcomes).</p> <p>Data is collected at the end of the project/initiative and compared with baseline data.</p>	<p>Has the project/initiative achieved its goals and objectives?</p> <p>What causal factors have an impact on the desired outcomes?</p>	<p>Analysis of drug utilisation data</p> <p>Comparative analysis of national surveys (i.e. over 5 years of data where applicable)</p>
Communication of findings	<p>Presenting, interpreting and distributing evaluation results for stakeholder information and NPS decision-making.</p>	<p>–</p>	<p>Written reports</p> <p>Verbal presentations</p> <p>Lessons learnt document (project management framework)</p>