

Introduction to EvaluACTION: a VetoViolence Resource



EvaluACTION: Origins

- Working title was “Eval 101”
- Conceptualized as training video on program evaluation for sexual violence prevention programmatic grantees

Pause and Regroup

- Limitations of 60 minute press and play video
 - “Exact wrong amount of time”
- Many evaluation resources currently available online – what would make ours different?
- Gap/barrier
 - Program evaluation resources assume “buy-in” exists and that value is clear
 - Where is the “sell” or the marketing of evaluation?

Reboot

- Main points
 - Grantees are already engaged in activities that fall under “evaluation umbrella”
 - Need to debunk myths and demystify program evaluation
 - Program evaluation is a tool to help improve work already being done; it is another language to tell a program’s story
 - The content (including volume) and creative presentation need to support these points

Audience

- **Programmatic grantees and partners:**
 - Unfamiliar with program evaluation
 - Uncomfortable with program evaluation
 - Needing to “sell” the benefits of evaluation
- **Program evaluators:**
 - Needing to “sell” the benefits of evaluation

What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner
- A way to “sell” program evaluation
- A way to start an evaluation *plan*

EvaluACTION isn't:

- A tool for conducting program evaluation
- A resource that includes more technical or complex info (e.g., research design)
- A replacement for an evaluator
- Just for people working in violence prevention

Look and Feel



- Warm
- Engaging
- Approachable
- Fun



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<http://vetoviolence.cdc.gov/index.php/evaluaction/>

Questions?

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National Center for Injury Prevention and Control

Division of Violence Prevention

