

Healthy Children in Healthy Families

EVALUATION and MONITORING STRATEGY

1. Evaluation Approach

The overall approach of the evaluation is that it **shall, on an ongoing basis, support the development and the adjustment of the project throughout the whole implementation period.** This is the reason that this strategy covers both evaluation and monitoring, as evaluation is seen as an integrated part of the project monitoring.

The evaluation process will be organized in order to provide useful information and advices on how to conduct, carry on and improve our activities, in consideration of aims and results, obstacles and strong points, opinions and experiences collected by the people involved in the project; either as partners, civil society organizations, health ambassadors or citizens.

To this end, the evaluation will be on the agenda for each project meeting, in order to give all partners the chance to report findings which may influence the development of the project and to discuss any possible adjustment.

In regards to the target groups of the evaluation, we have identified three main group; a) those who are managing and implementing the project (**the partners**), b) the organizations and people who are operating in the field (**local authorities, local communities, civil society organizations and the health ambassadors**) and 3) the final / long term beneficiaries of the activities (**citizens, especially children, young people and their parents**)

The intention of the evaluation is not to develop and provide overlong and detailed questionnaires: the intention is to ask all partners to collect and systematize the impressions and experiences from the implementation process. This approach is related to the fact, that the Healthy Children project is neither analytical or statistical, nor clinical. Our attention is to be given to the concrete feasibility and fulfillment of the project, meaning that focus is on the efficacy and success of the activities with reference to the aims/objectives of the project, paying attention to the challenges, obstacles and promoting factors to be considered relevant to contribute to the success of the project.

2. Evaluation Activities

The Healthy Children project has not engaged an external evaluator, hence the evaluation will be carried through by the partners themselves, based on a number of templates that will be used throughout the project. These templates will assist the partners to gather and present useful and relevant information about the implementation of the project, which can be presented among the partners, making sure that discussion and mutual learning is created within the partnership, and that the project stays on track in all 6 participating countries.

The four main activities will be applied in the evaluation process:

1) Partner meetings

Evaluation will be on the agenda for each partner meeting as they are considered to be an important forum for reflexion, coaching and mutual learning among the partners, where they will be able to present their progress and discuss good and bad experiences and practices with the project colleagues.

Template 1 and 2 shall be used as inspiration to report back about project implementation (processes and output)

2) Written reporting back from the partners

“A living document” will be created, that partners shall use throughout the whole project period to document their activities on regional and / or local level.

This document will be used as a monitoring tool to ensure that the project is on the right track in each country and also as input to the interim and final report, where we have to document towards the Commission that all partners have been actively involved in the project as intended.

Template 2 shall be used as inspiration to report back about project implementation (processes and output)

3) Evaluation from the health ambassadors

Template 3 shall be used as inspiration for the interviews with the HAs, guiding you to collect the same kind of information, so that we have a possibility to compare information.

The overall question to all health ambassadors is: “To what extend have you used your training in a way that you believe has made a significant difference?”

We propose to use the following methods to structure the evaluation work with health ambassadors:

- a. The Success Case Method (<http://aetcnec.ucsf.edu/evaluation/Brinkerhoff.impactassess1.pdf>)
- b. The Impact Model – identifying a small group of exceptionally successful health ambassadors and unsuccessful health ambassadors
 - a. Collect stories from the group of successfulness and unsuccessfulness.
 - b. These stories can be reported on paper or digitally
- c. Analyzing the stories:
 - a. Describe the nature of their application of learning.
 - b. identify and explain performance context factors.
 - c. identify and understand the performance system and other obstacles that kept them from using their learning.
- d. Digital storytelling, which we can also use for dissemination purposes, especially to make the website more interesting.

4) Focus Group interviews with citizens

Through focus groups interviews, the collaboration between the local health ambassadors and the target group (children, young people and their families) will be evaluated with the main focus being on; 1) the awareness raising effect within the target group and 2) the experiences within the target group of the coaching and advice that they have received from the counselors.

Template number 4 can be used as inspiration.

3. Evaluation Templates

Template 1

| | |
|---|--|
| Target group | Partners |
| To be used by | Lead Partner (UCL and SDEO) |
| How to use | As a check list |
| Period to be used | Especially in relation to interim (Early Spring 2012) and final report (Summer 2013) |
| Objective | Descriptive evaluation Using this template will assist us to ensure that all deliverables and results have been produced as promised in the application |
| Guiding questions | |
| <p>On an overall European level</p> <ul style="list-style-type: none"> - Has a common evidence base been produced? If not, give reasons - Has the training needs analysis been produced? If not, give reasons - Has training material / programme been produced? If not, give reasons - Has articles been produced and published on European level? Where? If not, give reasons - Has a European website been developed? How does it work? If not, give reasons - Has a European conference been organized? How and where and what was the result? If not, give reasons - Has a European concept for “community health ambassadors” been produced <ul style="list-style-type: none"> o Is it transferable to other regions / counties / municipalities around Europe? If yes, explain why and how. If not, give reasons. - Have recommendations, guidelines and good practices examples been produced? <ul style="list-style-type: none"> o Are they presented in a userfriendly way? <p>On a regional and local level</p> <ul style="list-style-type: none"> - Has a co-operation between two local communities been established in each participating country? If not, give reasons - Has the evidence base been produced for each local community? If not, give reasons - Has a regional / local recruitment plan been developed? How many persons have been recruited for training? Has the expected number (20) been reached? If not, give reasons - How many persons have been trained? Has the expected number (20) been reached? If not, give reasons - How many health promoting activities have been developed and implemented in each local community? If not, give reasons - How many children, young people / families have the health ambassadors been working with in relation to the health promoting activities? Has the expected number (100) been reached? If not, give reasons - Has articles been produced and published within each participating countries? How many and where? If not, give reasons - Has at least one conference been carried through in each country? How and where? If not, give reasons | |

Template 2

| | |
|---|---|
| Target group | Partners |
| To be used by | Partners |
| How to use | As a “living document”, where content can be changed as the project progresses and new learning and experiences are gained Only one document per country, so you have to write this together |
| Period to be used | For each partner meeting, when partners report back from their regions The document shall be uploaded 2 weeks before each partner meeting, so that all partners have a chance to read it before we meet. |
| Objective | Descriptive, explorative and normative evaluation Using this template should make it possible to <ul style="list-style-type: none"> - Monitor the project implementation in relation to output (descriptive) - Tell regional stories – either on paper or digitally – and provide material to WP 9, where the health ambassador concept will be conceptualized with supporting documents, guidelines and recommendations (explorative and normative) |
| Length | App. 10 to 15 pages by the end of the project, when partners are capable of “telling the whole story” about the project and it’s implementation on local level |
| Guiding questions | |
| <p>Descriptive questions:</p> <ul style="list-style-type: none"> - Dissemination What kind of dissemination activities have you organized in your country, your region, your local area? Have you presented the project in external events on regional, national or international events? Where and how - Working together in the region How has the local partnership been organised? Have you created co-operation with the other partners, such as civil society organisations? Have any new relations been created? Have you organized meetings to discuss the implementation and practical use of the project with others, e.g. politicians, regional actors etc.? - Working together with the international partners Have you co-operated with other partners in the project? Have you gained experiences from other partners in the project? How and what? <p>Explorative questions:</p> <ul style="list-style-type: none"> - How has the evidence base been used actively in relation to the development of the training needs analysis? (focus on both the common TNA and the local TNA) - How has the training needs analysis been used actively in relation to the development of the training material? (focus on both the common TNA and the local TNA) - How was the training material used in the training situation? - Seen from your perspective as a regional / local authority, what kind of new competences have the health ambassadors obtained? - Seen from your perspective as a regional / local authority, how did you find the training material useful? Did the health ambassadors obtain the competences that you expected them to obtain – in what way? If not, what do you think is missing? - Seen from your perspective as a regional / local authority, has it been possible for the health | |



ambassadors to apply the new competences in their daily work with children, young people and their families? If yes, how? If not, why?

- Has a stronger strategic co-operation between the regional / local authorities and civil society organizations been established through the engagement and training of health ambassadors? If yes, how? If not, why?
- How do think in general terms that the HCHF has made a difference?
 - o Has there been any positive results / dialogue / initiatives /development in your region / county / municipality?
 - o Can you say anything of which level you see any effects; e.g. practical level, political level, regional level, local level etc.
 - o What kind of challenges have you met in your region / county / municipality in terms of the implementation; e.g. structural, political, practical?

Normative questions

- What seems to be promoting factors for the implementation of the community health ambassador concept?
- What seems to be the main barriers?
- How can the project be sustained (and possibly mainstreamed) on a regional / local level?
 - o What will be your main challenge to make the results from the project sustainable?
- How can the project be sustained on European level?
 - o What will be our main challenge to make the results from the project sustainable on a European level?

Template 3

| | |
|-------------------|---|
| Target group | Civil Society Organisations and Health Ambassadors |
| To be used by | Partners |
| How to use | a) As an interview guide b) As a way to structure exchange of experiences among the health ambassadors c) As a guiding document to create (digital) storytelling |
| Period to be used | After first and second training period (early spring 2012 and fall 2012) |
| Objective | Descriptive and explorative evaluation in order to evaluate and fine-tune the training programme This template should make it possible to evaluate <ul style="list-style-type: none"> - How the training programme have been used and how it has lead to pilot activities with citizens (descriptive) - The impact that the training programme has had on the performance of the health ambassadors in their daily work - The readiness within the CSOs and / or the health ambassadors to work with health promotion (explorative) |
| Length | Each health ambassador should present a completed template with personal views and evaluation of the training programme |

Guiding questions

Descriptive questions:

- Are you working in a civil society organization and do you have daily contact to children and young people through your work?
- Are you a citizen in the local community participating in this project as a volunteer?
- What kind of new competences do you think that you have obtained through the training programme?
- Health Promoting Activities
 - o How many health promoting activities have you developed and carried out within the HCHF project?
 - o What kind of activities have you developed and carried out?
 - o Who were the target groups for your activities?

If the health ambassador is working in a civil society organization:

- Overall question: To what extend have you used your training in a way that you believe has made a significant difference? E.g.
 - o Has it been possible for you to apply the new competences in your daily work with children, young people and their families? If yes, how? If not, why?
- Questions to draw stories (Impact Model)
 - o Can you say something concrete about if and how your performance in your daily work has improved after you have received the health ambassador training?
 - o Have you used the training to develop health promoting activities? If yes, how? If not, why?
 - o Has the training had any other "spillover effect" in your professional as well as private life
 - o Were there any internal or external contextual factors that assisted or prevented you from applying the new competences and improve your performance? (e.g. relations with others, cultural factors, political or strategic issues in the local community)



If the health ambassador is a voluntary citizen:

- Overall question: To what extent have you used your training in a way that you believe has made a significant difference? E.g.
 - o Has it been possible for you to apply the new competences in your local community towards children and young people? If yes, how? If not, why not?
- Questions to draw stories (Impact Model)
 - o Have you used the training to develop health promoting activities? If yes, how? If not, why?
 - o Has the training had any other “spillover effect” in your professional as well as private life?
 - o Were there any internal or external contextual factors that assisted or prevented you from applying the new competences and improve your performance? (e.g. relations with others, cultural factors, political or strategic issues in the local community)

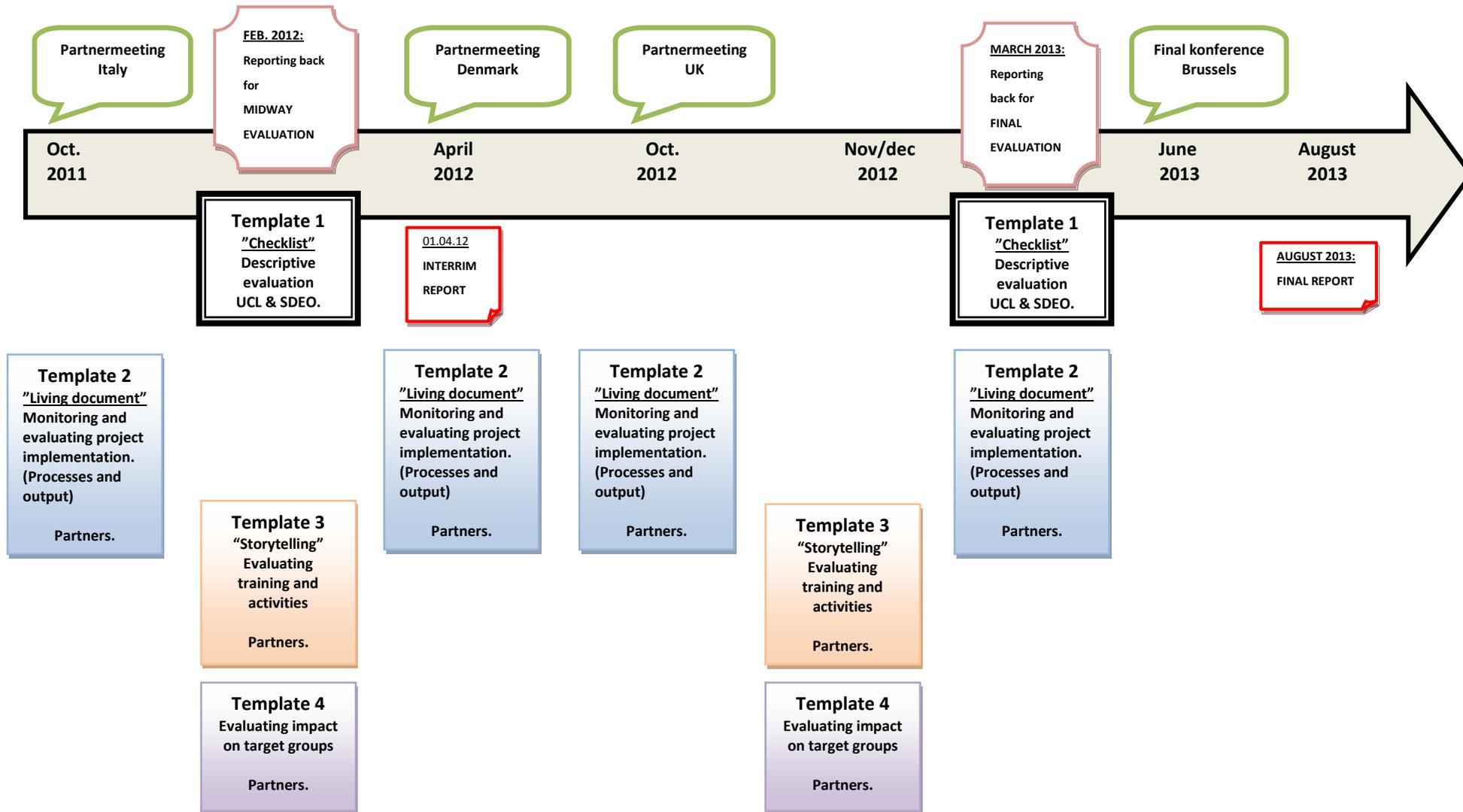
Template 4

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|---|---|
| Target group | Citizens (children, young people and families) |
| To be used by | Partners or preferably the civil society organizations and the health ambassadors |
| How to use | Focus group interviews or questionnaire |
| Period to be used | When the health ambassadors have developed and implemented health promoting activities (app. spring 2012 and winter 2012) |
| Objective | <p>Explorative evaluation</p> <p>Using this template should make it possible to</p> <ul style="list-style-type: none"> - Evaluate if citizens who have participated in the health promoting activities that the health ambassadors have carried out, have become more aware of how to make healthy lifestyle choices |
| Scope / Length | This template will be part of the training material. A summary of app. 5 pages should be produced of the citizens experiences. |
| Guiding questions | |
| <ul style="list-style-type: none"> - How have you been in contact with the health ambassador? - In what kind of activities have you participated? - What did it mean to you to participate in these activities? - Has it made a difference for you in your daily life to be in close contact with a health ambassador? If yes, how? If no, why? - Have you become more aware of how you can live a healthy life and things you can do to become more healthy? If yes, how and what? If no, why not? - Have you been able to involve your parents and family in these thoughts? If yes, how? If no, why not? | |
| Additional question | |
| <p>It is not requested in the Healthy Children project to report on any kind of quantitative measurements such as changes in BMI etc. but if you can already report back on physical changes within the citizens you have worked with, you are welcome to introduce them here.</p> <p>Any physical improvements:</p> | |

The different templates that have been produced, will help us to gather input to the different levels of the evaluation.

| Target groups / Evaluation objectives | Partners | Civil Society Organisations and Health Ambassadors | Citizens (Especially children and young people) |
|---|---|---|---|
| Descriptive evaluation, focusing on the implementation of the project in relation to <ul style="list-style-type: none"> - Process indicators - Output indicators | <u>Focusing on objective 1:</u> To collect knowledge on needs and possibilities for action in each local setting Evaluation template 1 & 2 | <u>Focusing on objective 2:</u> To develop, test and present a training programme focusing on necessary skills for health ambassadors Evaluation template 3 | |
| Explorative Evaluation, focusing on what the target groups obtained from the project in relation to <ul style="list-style-type: none"> - Output indicators - Outcome indicators | <u>Focusing on objective 3:</u> To train 20 resource persons to become community health ambassadors in 12 local communities around Europe Evaluation template 1 & 2 | <u>Focusing on objective 3:</u> To train 20 resource persons to become community health ambassadors in 12 local communities around Europe Evaluation template 3 | <u>Focusing on objective 4:</u> To implement concrete health promoting activities in 12 local communities around Europe, having an impact on at least 2 * 50 families in each community Evaluation template 4 |
| Normative evaluation, focusing on good examples / good practices to transfer to others in relation to <ul style="list-style-type: none"> - Outcome indicators | <u>Focusing on objective 5 & 6:</u> To conceptualize the community health ambassador model - including the training programme - of Health promotion within children, young people and their families, living in communities suffering from heavy social challenges To conceptualize the community health ambassador model To disseminate project experience throughout Europe Evaluation template 1 & 2 | | |

4. Time schedule



5. Evaluation Objectives

The evaluation of the Healthy Children project has 3 objectives:

- 1) a descriptive evaluation examining to which extent the **aims of the WP's have been reached** and the relation between the aims and the chosen activities and their effect.

In connection to the objectives and the specific work packages in the project a number of deliverables has been described. These deliverables serve partly as a steering tool for the progression of the project but are at the same time variables in the evaluation of the project. The extent to which the objectives and deliverables are reached and to which extent they are connected with actual health promoting activities carried out by the health ambassadors will be assessed and evaluated. **This evaluation is partly carried out as a quantification of the number of activities carried out and the number of families that has been involved in activities organized by the health ambassadors.**

- 2) an explorative evaluation which will examine **the challenges, obstacles and promoting factors** in relation to the project process, including a comparative analysis of obstacles and facilitating factors in the specific local settings where the health promoting activities are carried out.

This part of the evaluation mainly addresses the challenges, answers and questions related to the organization of the health ambassadors within the local setting. Attention will be directed towards the collaboration between the local partners working to support the function of the health ambassadors. **Herby this part of the evaluation will provide insight into the organizational aspects that are central for a successful implementation of the health ambassador-model/concept.** This part of the evaluation also addresses the extent to which the project and the ambassadors have been able to integrate the local knowledge and best practice from the evidence base in the carrying out of the project. The form and content of the training program is evaluated as it is through the training the ambassadors are equipped with the necessary competencies to deal with the local challenges.

Through focus groups interviews, the collaboration between the local health ambassadors and the target group (children, young people and their families) will be evaluated with the main focus being on; 1) the awareness raising effect within the target group and 2) the experiences within the target group of the encouragement and advice that they have received from the counselors.

- 3) a normative evaluation which will **generate recommendations for policy makers and professional practitioners** in order to specify how to support and nourish the participation of local civilian resources in health promoting activities

Based on the results of the two above mentioned perspectives a normative evaluation will be conducted with the aim of describing aspects that needs to be taken into consideration when working with the implementation of volunteering health ambassadors in a local setting. **This part of the evaluation feeds important information to the conceptualization phase of the project and final report,** with a specific focus on the development and fine-tuning of guidelines and recommendations.



6. Specific project objectives and indicators

In the following is listed the specific objectives of the project and the different indicators which are related to each objectives. These indicators will be the main input to the evaluation templates and questionnaires that will be used throughout the project.

Objective 1:

To collect knowledge on needs and possibilities for action in each local setting

| Process indicators | Output indicators | Outcome indicators |
|------------------------------------|---------------------------------|---|
| Mapping of local health needs | Health profile made | Knowledge used for planning of health promoting activities |
| Mapping of local health activities | Map of existing activities made | Knowledge about this project can complement and build on already existing activities. |

Objective 2:

To develop, test and present a training program focusing on necessary skills for community health counselors

| Process indicators | Output indicators | Outcome indicators |
|-----------------------------------|---|--|
| Local health challenges described | Training needs analysis made | Apply TNA in the development phase |
| Development of training material | Training materials made | Training materials used in round 1 and eventually adjusted between round 1 and 2, based on an evaluation |
| Plan for recruitment made | Successful recruitment for the training session | 2 * 10 resource persons ready to receive training |

Objective 3

To train 20 resource persons to become community health counselors in 12 local communities around Europe

| Process indicators | Output indicators | Outcome indicators |
|---|---|--|
| 2 * 10 persons receive training | 2* 10 persons have been trained to function as "local community health ambassadors" | 2 * 10 persons have obtained new skills and are ready to function as "local health ambassadors" |
| Cooperation with local civil society organisations established through the resource persons | Ownership in the local civil society organisations grow | Readyness within the civil society organisations to work more health promoting towards children, young people and their families |



Objective 4

To implement concrete health promoting activities in 12 local communities around Europe, having an impact on at least 2 * 50 families in each community

| Process indicators | Output indicators | Outcome indicators |
|--|--|---|
| Based on the now obtained skills, ideas to health promoting activities are developed | List of possible activities ready | Priorities based on the activity list |
| Planning of concrete activities for each counselor | The civil society organisations and the health ambassadors get into contact with young people and their families | At least 5 families participate in each health ambassadors health promoting activities |
| Implementation of planned activities during the training periode. | Trial out of health promoting activities | The families that have participated in the activities have become more aware of how to make healthy lifestyle choices |

Objective 5:

To conceptualize the community health counsellor model - including the training programme - of Health promotion within children, young people and their families, living in communities suffering from heavy social challenges

| Process indicators | Output indicators | Outcome indicators |
|--|---|--|
| A template to gather evidence and practical experiences is developed in order to conceptualise the processes and experiences from the project. | Evidence and practical experiences are gathered in a structured form. | Structural and cultural differences are illustrated through the structured reporting |
| Recommendations, guidelines and good practice examples are produced in order to conceptualise the experiences and results from the project. | The implementation process - including the training programme - is described as a concept, with supporting recommendations, guidelines and good practice examples | Concept ready for presentation outside the partnership to inspire other communities |
| Evaluation of training sessions | Updated and fine tuned training programme | Concept for training programme ready to be presented outside the partnership |

Objective 6:

To disseminate project experience throughout Europe

| Process indicators | Output indicators | Outcome indicators |
|---|--|---|
| First draft of website in the beginning of the project, which will be fine tuned during the project | Website ready for dissemination of the concept for local health ambassadors - including the training programme | European actors and other local communities around Europe seek and find inspiration to implement the local health ambassador concept. |
| Each community gathers | Regional conferences held in each | National dissemination and |



| | | |
|--|--|--|
| knowledge and results that can be disseminated for a national audience | participating country | shown interest - and eventually closer co-operation with other local communities in each country |
| Results are prepared for a European audience | European conference held in Brussels | European dissemination |
| Drafts for articles made | Reports and articles made and disseminated | Dissemination of reports and articles in professional magazines |

7. Deliverables

The deliverables of the project is listed below and will of course also be an important input to the evaluation in order to evaluate if the project has managed to produce the immediate measurable results and output as stated in the project application.

| | |
|---|---|
| Sound project management | Interim report, final report, dissemination plan, evaluation report |
| Evidence Base | Based on academic and practical exchange of experiences between the partners, an evidence base and a socio cultural analysis is developed in order to point at crucial target areas for the project and it's local interventions. |
| Training Needs Analysis | Based on the evidence base and the socio cultural analysis, a training needs analysis is carried out in order to determine the competences that the community health ambassadors need, followed by an overview of the training needs. |
| Community Health Counselor Training Programme | Based on the evidence base, the socio cultural analysis and the training needs analysis, a training programme is developed, which provide the resource persons with skills enabling them to function as community health ambassadors. |
| 20 Trained Community Health ambassadors in each participating community | From each local community, 2 X 10 persons are recruited to participate in the project and participate in the training programme. |
| Health Promoting activities where 100 families are involved in each local community | Based on the training the 2 X 10 health ambassadors carry out practical health promoting activities in a trial out phase within the local community. The objective is to "make a difference" for app. 100 families in each local community |
| Concept For Implementation for Community Health Ambassadors | Through the use of a "protocol", each community gathers experiences from the training periods and the trial out phases, which provide input to describe the social, cultural and political context that seems to be in favour for success. |
| European Website | A European Website will be developed, which will function as a toolbox for other communities to seek inspiration. |
| Articles | The partnership will make sure that at least one article per country is published in academic reviews. Articles will also be published on European level. |
| 6 National & 1 European Conference | Each national partnership organises a national conference in order to disseminate the project and it's results to national networks and actors. A European conference will be organised in Brussels in order to reach other European regions. |

