

Examples of Project Evaluation

Example 1

During the month of May, doctors from a community clinic referred 45 patients to the heart health session conducted by community health workers. Thirty participants attended all of the heart health sessions. The other 15 participants attended only a few sessions.

After the classes ended, the community health workers conducted followup visits. These visits revealed that the 30 participants who attended all the classes were using the project's heart healthy recipes, participating in physical activities, and taking their medication(s) as the doctor told them. The other 15 participants who did not attend all the classes were not using the recipes, most were not doing any physical activity, and several were taking their medication(s) only when they remembered.

The community health workers saw that the project had a greater positive impact on participants who took part in all of the heart health sessions.

Tip: Plan to track participants at every stage of your project – (1) referrals, (2) class attendance, and (3) followup after the classes.

Example 2

A community health worker is a member of the health promotion team working on a project to increase the physical activity of community members. Participants attended a series of heart health sessions. The community health workers reviewed the results of the project and found that 15 out of 20 participants who went to at least 6 of the training sessions were now walking 30 minutes or more per day. The community health worker learned that the people who attended the heart healthy sessions increased their physical activity.

Tip: Learn your project goals; review them throughout your project. Make sure that project activities make sense and are helping you to reach the goals of the project.

Examples of Project Evaluation *(continued)*

Example 3

A group of community health workers posted flyers in the community announcing an upcoming cholesterol screening. They held the screening, but only a few people showed up. After the poor turnout, the community health workers thought about other ways to get the word out. They met with community leaders, got their input, and developed a new strategy. The new strategy was to go door to door to talk about the importance of cholesterol screening and to ask people to share this information with friends and family. The community health educators held a second screening and had a much better turnout.

By finding out what did not work and getting input from the community, the community health workers were able to make changes in the way they recruited participants.

Tip: Do not focus only on the positive results of the project. You can learn a great deal by looking at what went wrong and what did not work.

Example 4

A community health worker conducted several heart healthy sessions for community members. One participant shared her high blood pressure story. She described how her doctor had told her she had high blood pressure and about all the healthy changes she had made since then. After 3 months, she had lost 10 pounds and her blood pressure was under control.

The community health worker asked this participant to share her story at a community gathering. More community members are now interested in taking part in the heart healthy sessions.

Tip: Be creative. Project evaluation is about more than just the numbers. Participants' stories, pictures, and journals can be very powerful demonstrations of the way your project has affected them.