

Examples of Project Evaluation

Example 1

During the month of May, doctors from a community clinic referred 45 patients to the heart health sessions conducted by promotores. Thirty participants attended all of the heart health sessions. The other 15 participants attended only a few sessions. After the classes ended, the promotores 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 medicines as the doctor told them. The other 15 participants who did not attend the classes were not using the recipes, most were not doing any physical activity, and several of them were taking their medicines only when they remembered.

The promotora saw that the project had a greater positive impact on participants who took part in all of the heart healthy 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 promotora 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 promotora 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 a day.

The promotora learned that 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 are making sense and are helping to reach the goals of the project.

Examples of Project Evaluation *(continued)*

Example 3

A group of promotores posted flyers in the community about an upcoming cholesterol-screening event. They held the screening, but only a few people showed up. After the poor turnout, the promotores thought about different ways they could 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 promotores held a second screening and had a much better turnout.

By finding out what didn't work and getting input from the community, the promotores were able to make changes in the way they recruited participants.

Tip: Don't 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 promotora 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 made. After 3 months, she had lost 10 pounds and her blood pressure was under control.

The promotora 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 in describing how your project has affected them.