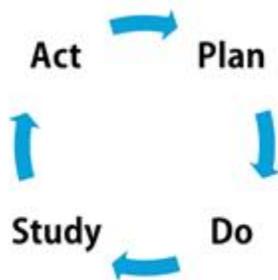


Process Evaluation

Process evaluation is “The systematic collection of information on a program’s inputs, activities, and outputs, as well as the program’s context and other key characteristics.”¹ There are four major purposes for process evaluation.

- ✓ The first is for program monitoring which is centered on **documenting and tracking the activities**, inputs and outputs of your program.¹
- ✓ **Program improvement** is the second major purpose of process evaluation. It includes using the information you’ve gathered to make decisions on how to improve your programs and plan for the future.¹
- ✓ Process evaluation is also used to build effective program models through documenting what has occurred (the implementation) and **linking it to the findings of outcome** evaluation.¹
- ✓ The final purpose is **accountability to stakeholders** through documentation of what has occurred and how program implementation has fallen in line with standards or other existing criteria.¹

Continuous Quality Improvement:



<http://www.health.state.mn.us/divs/opi/qi/toolbox/>
<http://www.health.state.mn.us/divs/opi/qi/toolbox/pdsa.html>

¹ Centers for Disease Control and Prevention. Introduction to Process Evaluation in Tobacco Use Prevention and Control. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2008. Available at: <http://www.cdc.gov/tobacco/publications/index.htm>.

Performance Measurement—and how it differs from outcome evaluation

From CDC website--Most performance measures can be grouped into one of the following six general categories. However, certain organizations may develop their own categories as appropriate depending on the organization's mission:

1. Effectiveness: A process characteristic indicating the degree to which the process output (work product) conforms to requirements. (Are we doing the right things?)
2. Efficiency: A process characteristic indicating the degree to which the process produces the required output at minimum resource cost. (Are we doing things right?)
3. Quality: The degree to which a product or service meets customer requirements and expectations.
4. Timeliness: Measures whether a unit of work was done correctly and on time. Criteria must be established to define what constitutes timeliness for a given unit of work. The criterion is usually based on customer requirements.
5. Productivity: The value added by the process divided by the value of the labor and capital consumed.
6. Safety: Measures the overall health of the organization and the working environment of its employees.

http://www.cdc.gov/dhdsp/pubs/docs/cb_feb2014.pdf