

DRAFT

First 5 Placer

2011-2016 Evaluation Plan

1. Goals for Evaluation

First 5 Placer's evaluation is designed to:

- Inform learning and decision-making;
- Guide program development, implementation and continuous improvement;
- Monitor impact and effectiveness of Commission's efforts;
- Document funded partner progress, impact and effectiveness; and
- Support accountability to the community regarding the use of First 5 funds.

First 5 Placer contracts with an evaluator to design and implement its evaluation processes, and to provide technical assistance with its funded programs for support and capacity building. First 5 Placer has formed an Evaluation Committee to be the Commission's direct contact in working with this evaluator.

2. Outcomes for Evaluation: Questions To Address

The evaluation process addresses three main questions:

1. What outcomes are each of the First 5 Placer funded partners achieving?
2. What outcomes are the First 5 Placer Commission achieving through its family strengthening and community building protective factor approach?
3. What outcomes are First 5 Placer contributing to achieving overall in the community?

Additional questions currently addressed in the analysis presented:

- Where services are provided in the county by region?
- How many individuals are served in these regions (children, parents, and providers)?
- Who is being served (by ethnicity, language, child's age, etc.)?

3. Strategies for the Evaluation Process by Funded Programs

- A. Assist in developing a **Scope of Work** for each funded program through the First 5 Placer contracting process, including a broad outcome statement that indicates in what way the program will support the goals of the Strategic Plan; and an outline of activities to be undertaken and any performance targets to be met in support of the family strengthening and/or community building protective factors.
- B. Develop **Individualized Evaluation Plan By Program**, including:
- Completing an annual self-assessment to establish baseline and/or progress on using the protective factor approach (family strengthening or community building).
 - Developing a logic model for each funded program utilizing the protective factor framework, including:
 - (1) Identifying the need(s) to be addressed specific to children age birth-5 years old, their families, caregivers, and/or the related community;
 - (2) Outlining activities to be undertaken and performance targets (as discussed in the program's contract scope of work); and
 - (3) Naming program specific outcome(s) to be achieved that speak to the Commission's goals for children, families/caregivers and communities.
 - Defining program specific performance and outcome measures for data to be collected and reported on, including demographics.
 - Identifying common performance and/or outcomes measures for data to be collected and reported on across similar funded partners.
 - Developing an individualized **Funded Program Performance Report** format and schedule for submission of written reports and evaluation-focused site visits.
- C. Provide **Technical Assistance** by Evaluator to support individual programs, including:
- Supporting use of First 5 Placer Demographic Tool for collecting demographic data;
 - Developing data collection tools and methodologies for collecting performance and/or outcome data; and
 - Supporting timely, consistent and complete reporting of results.
- D. Develop and implement a Program **Reporting Process** including:
- Written program reports (at most quarterly) to be submitted by the 15th of the month following the end of each reporting period. Reports will follow a

prescribed individualized format for each program including narrative, performance and outcome measures, and demographics.

- Individual evaluation-focused small group discussions onsite will be conducted with each funded program to review reported progress and results, and address questions and resolve implementation challenges/barriers.

4. Evaluation Question #1: Results By Individual Program

The Evaluator will compile highlights of the evaluation process implemented to date and results submitted by funded programs in a brief quarterly progress report to the Commission. Prior to submission to the Commission, the evaluator will review these results with the Commission's Evaluation Committee. Internal procedures will be developed to ensure that First 5 staff is updated as to the status of each funded program's data submission and reporting as contractually required.

5. Evaluation Question #2: Application of Protective Factors

The quarterly evaluation report to the Commission will include compilation and analysis of funded program data as available and results based on the application of protective factors. Results of the initial program self-assessments to establish a baseline, and results of annual self-assessments to show progress, using the protective factor approach will be compiled and discussed with the Evaluation Committee and Commission.

Programs funded in support of **family strengthening** will report performance and outcome data related to family-based protective factors as discussed in their Individualized Program Evaluation Plan, and the evaluation will speak to the overall impact of the Commission's work by responding to the following:

◆ Increased Individual and Family Social Connections

- What outcomes are First 5 Placer achieving that facilitates family relationships, friendships, social connections and mutual support?

◆ Increased Knowledge of Parenting and Child Development

- What outcomes are First 5 Placer achieving that strengthens knowledge of appropriate expectations, positive parenting and stages of child development?

◆ **Enhanced Development of Children**

- What outcomes are First 5 Placer achieving that facilitates children's physical, cognitive, language, social and emotional development?

◆ **Concrete support in times of Need**

- What outcomes are First 5 Placer achieving that respond to family crises and links families to services and resource opportunities?

◆ **Enhanced Parental Resilience**

- What outcomes are First 5 Placer achieving that empowers, values and supports parents, and increases their ability to cope and problem-solve?

Programs funded to support **community building** will report performance and outcome data in support of one or more of the three community-based protective factors as discussed in their Individualized Program Evaluation Plan, and the evaluation will speak to the overall impact of the Commission's work by responding to the following:

◆ **Healthy Community Beliefs and Clear Standards**

- What outcomes are First 5 Placer achieving that creates strong committed bonds with, and communicates healthy beliefs and clear standards for behavior at, home and school, and in the community?

◆ **Caring and Supportive Community Connections and Networks**

- What outcomes are First 5 Placer achieving that builds and/or maintains community capacity and community-based networking, coordination and collaboration to reduce fragmented services?

◆ **Community-based Opportunities for Participation**

- What outcomes are First 5 Placer achieving that creates community-based opportunities for child, youth, parents and other individuals, and recognizes their participation and engagement?

6. Evaluation Question #3: Commission Level Evaluation and Reporting to Community

At year end, annual evaluation reports will be developed to meet state First 5 reporting requirements, assist with requests from the First 5 Association, and satisfy the Commission's

interests in reporting to the community on its use of First 5 funds during the fiscal year. As appropriate, Commission results will be discussed in context of community level data to analyze trends and assess progress. A presentation of annual evaluation reports will be made to the Evaluation Committee and Commission.

An alignment between the First 5 Placer protective factors approach and the First 5 California Strategic Results Areas (Improved Child Development, Family Functioning, Child Health and Safety, and Systems of Care) will be performed to meet state reporting requirements based on specific programs funded and outcomes achieved in support of the First 5 Placer Strategic Plan.

Overall questions to be addressed through the Commission level evaluation and data reporting will speak to the Commission's overall goals of:

- Families are strong and connected;
- Communities are caring and responsive; and
- Children who are nurtured, healthy, safe, learning and developmentally reaching their potential.

Overall evaluation questions to be addressed in the annual reporting will include, but are not limited to:

- **What is First 5 Placer doing to improve the health and well-being of children and families, and support providers/caregivers?**

A compilation of results will be developed to report on progress made on specific priorities addressed by funded programs, and provide basis for the annual report by the Commission.

- **What is First 5 Placer doing to support implementation of a system of successful prevention services and intervention strategies that focus on enhancing and/or creating a positive community context and reinforce positive behaviors?**

System assessments will be conducted to establish baseline and changes over time for community-based collaboratives and other activities.

Opportunities will be provided for year-end presentations for groups of funded programs based on the previous Learning Conversation model. Potential groups of programs may be based on protective factors addressed, services provided, target populations, regional areas served, service collaboratives, etc. Presentations will be open to all funded programs, Commissioners and interested public, with time included for Q&A and discussion.