



Community-Centered Evaluation Practices



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Agenda

Introductions

Grounding principles and relevant terms

Pain points and shared problem solving

Final tips & takeaways

Resources

Session Goals

- Establish a shared understanding of community-centered evaluation practices.
- Facilitate group sharing and problem solving to engage community members in evaluation.
- Equip attendees with practical methods or strategies they can immediately apply to their TCI evaluation activities in ways that benefit the focus communities (i.e., those affected by the prioritized need(s) in the context of TCI).

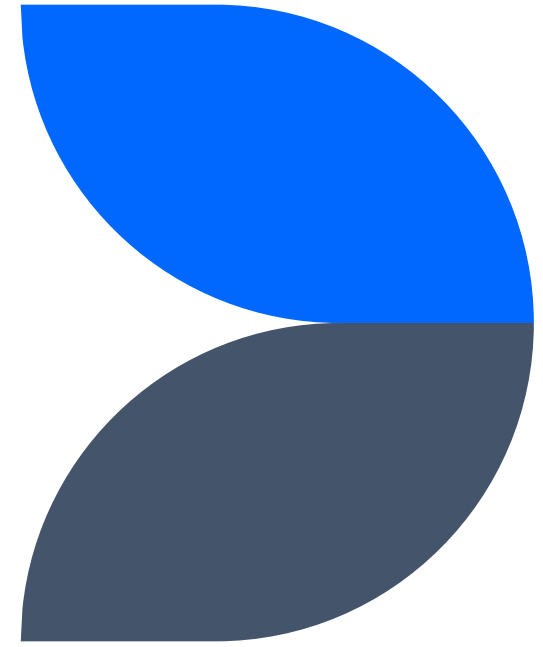


Introductions

- Name
- Role
- One word to describe meaningful community engagement in evaluation



Community-Centered Evaluation Principles and Relevant Terms



“We coalesced around a core principle that **without the nuanced consideration of cultural context** in evaluations conducted with diverse ethnic, linguistic, economic, and racial communities of color, **there can be no good evaluation**”

(Hood, Hopson & Freirson, 2015, ix)



Key Terms and Definitions

- **Community** - Those most impacted by the prioritized needs in the context of TCI.
- **Culture** - "The integrated pattern of thoughts, communications, actions, customs, beliefs, values, and institutions associated, wholly or partially with racial, ethnic, or linguistic groups, as well as with religious spiritual, biological, geographical, or sociological characteristics." ("Practical Strategies for Culturally Competent Evaluation" - CDC)

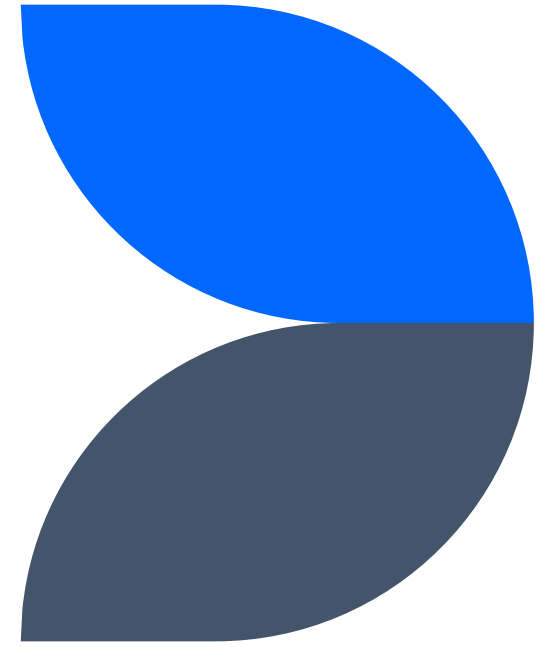
Community-Centered Evaluation Principles

- Understand and recognize the larger context for programs
- Design evaluation with participants in mind
- Allow for participant (and partner) self-determination
- Build trust and facilitate communication
- Understand the evaluation audience and help the audience to understand the evaluation purpose and process
- Make the evaluation accessible
- Understand evaluator's attributes and how these may affect professional practice

CDC's Framework for Program Evaluation in Public Health



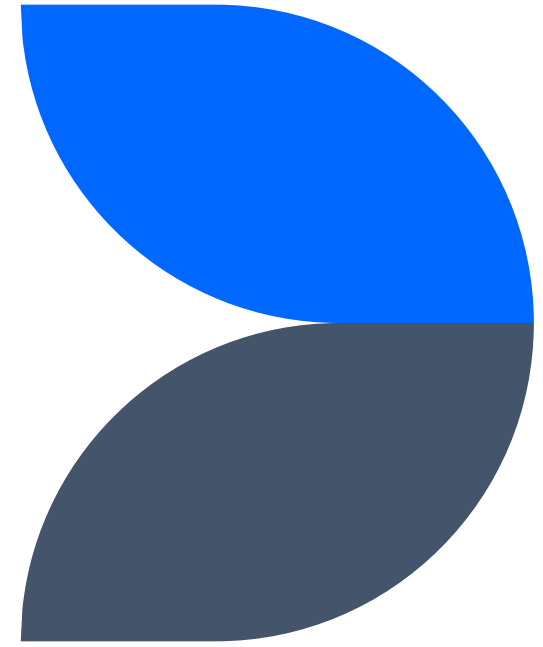
Identifying Pain Points Activity



Identifying Evaluation Pain Points Activity

- Think about your pain points or questions you have about community-centered evaluation
- Use the sticky notes and write down your top 2-3 pain points/questions (1 issue/note)
- Go up to the front and add your sticky note under the relevant element/step in the CDC's Framework for Program Evaluation in Public Health

Shared Problem Solving

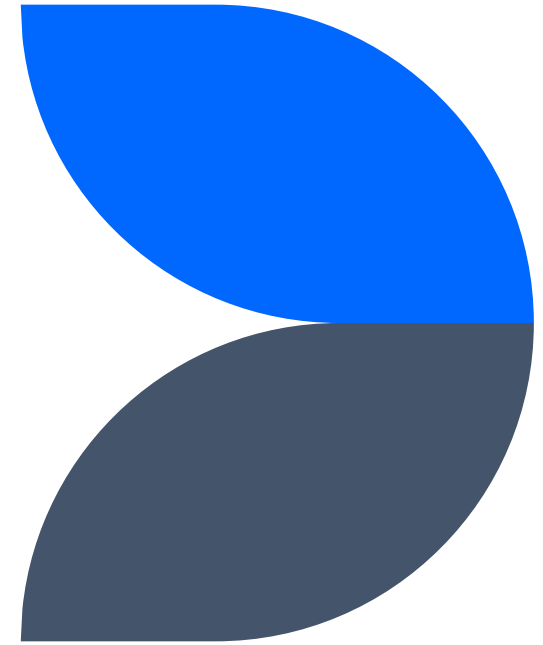


Shared Problem Solving

- Share your knowledge, resources, experiences and guidance
- Ask questions
- Apply community-centered evaluation principles
- Think practically

Applying New Learnings

Next Steps



Applying Lessons Learned

- Transfer new learnings to the real world
- Break down transfer process into manageable steps
 - Pick one lesson learned
 - Plan next steps to apply this to your work once back in your community

Applying Lessons Learned Worksheet

		<i>Specific Tasks</i>		
New Learning	Strategy/Activity	Who	Will Do What	By When?
	1.			
	2.			
	3.			
	4.			
	1.			
	2.			
	3.			
	4.			
	1.			
	2.			
	3.			
	4.			

Resources

- “Culturally Responsive Evaluation: Theory, Practice, and Future Implications”
- The Equitable Evaluation Framework
- Tools from the Doing Evaluation in Service of Racial Equity practice guide series
 - Exercises: "Check yourself and your team" on pp. 40-44 of the "Diagnose Biases and Systems" guide.
 - Exhibit 1: "Illustrative Questions to Ask to Engage Community" on p.10 of the "Deepen Community Engagement" guide.
- "Practical Strategies for Culturally Competent Evaluation" Appendix A: "Program Evaluation Standards"
- Applying Lessons Learned Worksheet



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Thank you!