

Program Evaluation Guidance & Considerations

Evaluations can be a helpful tool to assess the effectiveness of drug checking services and identify areas for improvement. While systematic evaluation approaches can provide a comprehensive understanding of the service delivery model's performance and impact, informal evaluation methods may also be sufficient to achieve your goals and measure outcomes. Below are some considerations for planning a community-based evaluation:

1. Define Objectives and Goals of the Drug Checking Service Model

- **Purpose:** Why are you evaluating the service model (e.g., improve service delivery, assess reach, understand impact)?
- **Set Objectives:** What do you hope to achieve with this evaluation? (e.g., identify who we are reaching and how, measure changes in knowledge/behaviour)

3. Data Collection

- **Methods:** Decide how you will collect data on the above indicators (e.g., surveys, service records/database).
- **Frequency:** Decide how often you will gather this data (e.g., monthly, semi annually)

2. Determine Evaluation Criteria

- **Outcome Measures:** Define what successful outcomes of the outreach service look like (e.g., increased access to drug checking [target population]).
- **Key Performance Indicators:** Based on the outcomes, choose metrics to track whether they are being achieved (e.g., # of samples collected, service user satisfaction).

4. Analyze Data

- **Data Analysis:** Organize and process the information you've gathered
- **Interpret Results:** compare the result to the outcomes and key performance indicators you established at the start.

5. Summarize

Additional Evaluation Resources:

- [Reach Evaluation Toolkit Workbook](#)
- [Family Health Outcomes Project – Resources for Program Evaluation and Performance Monitoring](#)
- [Northern Territory Government – Toolkit for Community Monitoring and Evaluation](#)
- [Imagine Canada – Project Evaluation Guide for Nonprofit Organizations](#)

- **Summary:** Create a concise summary of the findings
- **Insights and Recommendations:** Highlight key insights and recommendations for improvement. Share these with relevant stakeholders

6. Implement Changes

- **Action Plan:** Develop an action plan based on the evaluation findings.
- **Monitor Progress:** Regularly check progress against the action plan and adjust as needed.