Implementation Science and Evaluation #9:
PROCESS AND OUTCOME DATA

Hey Eva, I wish to set up data systems to monitor my programme. What data should I collect?

You should collect both process and outcome data!

PROCESS DATA

OUTCOME DATA

What is it?

Data collected from specific steps in a process that captures how well you are delivering the change you want to make

Data that reflects the effect of the programme and whether intended outcomes are achieved

Examples

- Monthly costs of implementing programme
- Fidelity monitoring
  - Monitoring the degree to which programmes are implemented as intended
- Timeliness of service (e.g. Duration from referral to start of programme)
- Referral rates
- Client attendance

- Recidivism rates
- Vaccination rates
- Client satisfaction in relationship with therapist or caseworker
- Quality of life

Why collect?

Helps to distinguish between different possible causes of poor programme performance if desired outcomes were not achieved:

"The programme was a bad idea."

OR

"The programme was a good idea but poorly implemented."

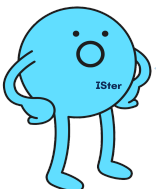Helps to determine whether a programme has met its goals and objectives

Drive improvements

Inform resource allocation

Pause and Think!

Can you identify at least 1 example of process and outcome data for your own project/programme?

It is important to **let a programme stabilise before evaluating outcome data**. Hence, **collecting process data is critical** for assessing the programme's stability and ensuring that it is being delivered as intended.

What's next?

But Eva, how do I decide what process and outcome data to collect for my programme?

In the next info-poster, I will be going through how we decide what data to collect using a logic model! **STAY TUNED!**

Reference:

Centers for Disease Control and Prevention. (2012). *Program evaluation guide.* Program performance and Evaluation office, Centers for Disease Control and Prevention. https://www.cdc.gov/eval/guide/step3/index.htm.