

INCREASING THE REACH & IMPACT OF EVALUATION TOGETHER

OCTOBER 28, 2022
VANCOUVER CONVENTION CENTRE

WELCOME!

Welcome to the CESBC 2022 Conference Program Guide. After a one-year hiatus, we are excited to get back together and talk about our favorite topic: evaluation.

This year's conference is about Access and Empowerment. Presenters will be engaging us in evaluation stories and methods that explore questions such as:

- How do we increase the reach and impact of evaluation?
- Who has access to evaluation, and how do we empower more people to utilize evaluation in their work?
- How can organizations use data to collaborate effectively, internally and externally?
- And, how do we use strategies and methods that involve stakeholders and collaborators who have been systematically excluded?

Don't forget to mingle. Early, emerging, and part-time evaluators welcome!

We know that everyone is excited to meet their old friends and colleagues, and also to make new acquaintances and spark new connections. We encourage all early, emerging, and part-time evaluators to join in the workshop discussions, post-presentation Q&As and hallway chats, bring in their new ideas, and broaden the conversations.

Thank you to our volunteers

This day would not have been possible without the help and support of all the conference planning volunteers over the course of the past months. We are sincerely thankful to them and their dedication to the growth of BC's evaluation community.

Thank you for joining us on this exciting day. We hope that your conference experience is enriching, informative, and enjoyable. We look forward to meeting you all and engaging in lively discussions!



Kasra Hassani (he/him) Conference Lead



Mel Michener (they/them) Conference Support

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LAND ACKNOWLEDGEMENT

We respectfully and gratefully acknowledge that the conference is taking place on the ancestral, traditional, and unceded territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətaɨ (Tsleil-Waututh) Nations.



OPENING WELCOME



Syexwáliya Ann Whonnock

Syexwáliya Ann Whonnock is a Knowledge Carrier & Elder Advisor from Squamish Nation with strong Indigenous worldviews, ancestral knowledge and traditional teachings.

KEYNOTE

Re-Imagining Indigenous Evaluation Systems

Research and evaluation are historically not a safe or affirming space for Indigenous Peoples, following centuries of racism, discrimination, and oppression of Indigenous ways of knowing and being and attempted erasure of Indigenous Peoples and inherent rights. Join us as we explore the history of colonization within the data collection and evaluation space and where we are at right now as a result, and as we create a shared vision for a path forward. Bringing in key themes and learnings from the preconference workshop and across the global ecosystem, we will explore critical systemic barriers to Indigenous Peoples becoming evaluators or accessing evaluation services, and equip you with some of what you need to start to individually and collectively transform your evaluation practice. We will work from a place of humility, love, and respect while we curiously question the current evaluation regime, dream up an equitable and inclusive evaluation future, and create space to keep this conversation alive.

Marissa Hill (she/her) is a citizen of the Métis Nation of Ontario, born and raised in Georgian Bay on the traditional territory of the Huron-Wendat and within the historic Georgian Bay Metis Community, on pre-confederation treaty 5 and 16 territory. Marissa is currently the Director, Operations and Strategy at Health Commons Solutions Lab. innovation lab in partnership with community, partners, and innovators.



Marissa is committed to engaging in these activities through co-creation and using Indigenous methodologies that centre First Nation, Inuit, and Métis Worldviews, Values, Principles, and Protocols.

Marissa is the lead author of the Inquiry and Learning Bundle and the Indigenous Knowledges and Data Governance Protocol that were co-created in partnership with First Nation, Inuit, and Métis Elders, Knowledge Keepers, community members, and ecosystem partners and is the co-author of the Canadian Science and Policy Magazine article, Cultural Safety: The Criticality of Indigenous Knowledges and Data. Marissa's expertise and passion is rooted in Indigenous data sovereignty, including intellectual property, and she enjoys sharing her learnings around decolonized research, evaluation, impact measurement, and performance measurement across Turtle Island - including on the stages of SOCAP, the Canadian Evaluation Society, the Canadian Association for the Study of International Development, the Million Lives Club, and the Canadian Council for Small Business and Entrepreneurship, and in the boardrooms of numerous government offices.

THANK YOU TO OUR SPONSORS

This year marks the first time that the CESBC conference committee has put out a call for sponsors, and we are excited to present to you this year's **platinum sponsors**! Read more about them here: https://evaluationbc.ca/call-for-sponsors.

We would like to say thank you to our sponsors and take a moment to recognize what this sponsorship money has been able to do for the evaluation community. CESBC developed a **bursary program** to make the conference more accessible by providing applicants with funding for registration fees, travel expenses, and accommodation. This helps to break down access barriers to important events such as this conference that can help students, emerging evaluators, and members of under-represented groups grow their knowledge and career in evaluation. We hope that you will consider sponsorship in the following years, as we continue to offer this bursary to make evaluation accessible for all.





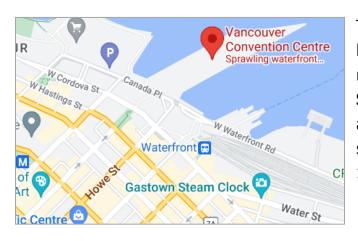






VENUE

Vancouver Convention Centre WEST 1055 Canada Pl, Vancouver, BC V6C 0C3



The Vancouver Convention Centre is located in downtown Vancouver, a 5-minute walk from **Waterfront SkyTrain and SeaBus stations**. It is also within walking distance of several bus lines including the 4, 5, 7, 14, 16, 22 and R5.

The conference will be held on the first floor of the Convention Centre (West Entry) with the Conference Opening and Welcome commencing in the main hall (Room 109/110). Concurrent sessions will occur in Rooms 111/112, 114/115, 116/117. Breakfast and lunch are served in the hallway.

The building is wheelchair and stroller accessible, with gender inclusive bathroom options.

Free Wi-Fi is unfortunately NOT available.



CONFERENCE STREAMS



Stream 1: Empowering People and Organizations to Grow Evaluation Capacity

Having a good understanding of evaluation within an organization is key to long term success. This stream focuses on the ways organizations small and large can adopt evaluation practices, such as creating evaluation frameworks and data tracking methods to continually improve and enhance their programs.

- Internal Evaluators: What is your internal evaluation story? What successful strategies have you used and what lessons have you learned? How do you educate and involve your team members in evaluation?
- External evaluators: How can you support your clients in sustaining evaluation practices after your contract? How do you educate and involve your client in evaluation?
- Emerging and part-time evaluators: How can you build and grow your evaluation practice? How can you build your evaluation practice within your organization?
- Program managers and leaders: How can you support building data infrastructures and an evaluation culture within organizations? How do you build evaluation into the design of new programs?



Stream 2: Access to Evaluation and the Evaluation Community: Breaking Down the Barriers

Access is about creating a fair playing field for all actors in evaluation. This stream focuses on Diversity, Equity, and Inclusion in Evaluation and how they relate to access.

- What are the barriers for joining the evaluation community? How can we break them down and support new members to succeed? How can we build a more diverse and inclusive evaluation community? How can we support emerging or career-shifting evaluators?
- What does decolonization look like in evaluation? How can anti-racism approaches be incorporated into evaluation?
- How can we capture the voices of groups who are systematically excluded from evaluations?



Stream 3: Ideas, Learning, and Innovation

This stream is for sharing any ideas, tools, methods, strategies, or technologies that you have found helpful and would like to share with the evaluation community.

- What new and fresh perspectives do emerging and career-shifting evaluators bring to the field?
- What new tools and methods have you tried that you like to share with the evaluation community?
- What strategy or frameworks have you found helpful in your work?
- What challenging evaluation question do you want to brainstorm with a diverse group of evaluators?

PROGRAM AT A GLANCE

OVERVIEW

START	END	ACTIVITY
7:45 AM	8:45 AM	BREAKFAST AND REGISTRATION
8:45 AM	9:15 AM	CONFERENCE OPENING AND WELCOME KEYNOTE SPEAKER STAGE-SETTING
9:15 AM	9:30 AM	Break and transition
9:30 AM	10:30 AM	CONCURRENT SESSIONS - BLOCK 1
10:30 AM	10:40 AM	Break and transition
10:40 AM	11:40 AM	CONCURRENT SESSIONS - BLOCK 2
11:40 AM	12:40 PM	LUNCH
12:40 PM	1:40 PM	CONCURRENT SESSIONS - BLOCK 3
1:40 PM	1:50 PM	Break and transition
1:50 PM	2:50 PM	CONCURRENT SESSIONS - BLOCK 4
2:50 PM	3:00 PM	Break and transition
3:00 PM	3:50 PM	KEYNOTE
3:50 PM	4:00 PM	CLOSING
4:00 PM	5:00 PM	RECEPTION AND NETWORKING
5:00 PM	6:00 PM	CESBC ANNUAL GENERAL MEETING
6:00 PM		CONFERENCE END

Opening and keynote will take place in the main hall (Room 109/110)

Presentation numbers below correspond to sorted numbers in the abstract book.

CONCURRENT SESSIONS - MORNING (BLOCKS 1 AND 2)

TIME	ROOM 114/115	ROOM 116/117	ROOM 111/112	
	[1] Developing Evaluation Capacity with Not-for- Profits Working in the Mental Health and Substance Use Space: A Tale of Two Organizations (Interactive panel discussion - 60 min) M. Elizabeth Snow	[5] Arts-based Methods in Action: Stories, tips, and giggles from the field (25 min) Jennica Nichols	[14] Learnings from a four-year evaluation of the organizational infrastructure of a provincial rural health network (15 min) Anshu Parajulee	
9:30 - 10:30		[6] Participatory Evaluation Planning - Tools and Tips (25 min) Marla Steinberg	 [15] Measuring in a good way: What indicators can be used to make sure we are progressing toward wellness? (15 min) Mobolaji Tunde-Oladepo [16] Moving towards a learning health system through fostering a culture of research and evaluation: The Northern Health experience (15 min) Daman Kandola 	
	Break and transition (10 min)			
	[2] Can evaluation be used to disrupt the status quo and promote social justice in the health sector? (World Café - 60 min) M. Elizabeth Snow	[7] Innovations in evaluating sustainability: A rubric approach (25 min) Alix Wadeson	[17] Hiring Young People as Evaluators at an Integrated Youth Services organization: Reciprocity in Action (25 min) Constanza Berrios	
10:40 - 11:40		[8] A developmental evaluation journey: From intended program delivery to the intersection of COVID reality and sector and funder accountability (25 min) Wynona Giannasi	[18] The good, the bad, and the unexpected: Experiences of early career evaluators in a complex health care organization (15 min) Sonia Heer	

CONCURRENT SESSIONS – AFTERNOON (BLOCKS 3 AND 4)

TIME	ROOM 114/115	ROOM 116/117	ROOM 111/112		
	[3] Approaching Evaluation with Humility: What We Have Learned (Workshop- 60 min) Kasra Hassani	[9] Speed to Impact – Evaluating Innovation when Implementing a new COVID-19 Rapid Response Funding program (15 min) Jessica Lu	[19] The 'chain and ripple effect': A practical method to expand the evaluation of research impact beyond the academic lens (15 min) Alix Wadeson		
12: 40 - 1:40		[10] Hawaii Caring Systems Initiative for Youth Suicide Prevention: Community Participatory Systems Mapping Protocol (15 min) Cade Akamu	[20] Catching up the notion of Patient-Oriented Research in Evaluation (15 min) Maria Montenegro		
		[11] Deep Learning and Algorithms as a Tool for Evaluating Programs for Vulnerable Clients (15 min) Janette Leung	[21] Research, Evaluation, and Strategic Analytics: Collaborating for health system improvement in northern BC (15 min) Daman Kandola		
	Break and transition (10 min)				
	[4] Capacity, Challenges, & Strategies: A Panel of Internal Fraser Health Evaluators (Interactive panel discussion - 60 min) Monika Viktorin	 [12] Assessment of Economic Methodologies in Evaluating Scientific R&D Programs: Lesson Learned and Recommendations (25 min) Deen Taposh [13] Social Return on Investment as a Tool to Quantify Intangible Outcomes (25 min) Jasmina Burns 	[22] Working our way out of a job? An external consultant's perspective on the benefit of client capacity building. (15 min) Christine Zwart-Cooper		
1: 50 - 2:50			[23] Beyond the focus group: Enhancing the data collection experience for our stakeholders. (15 min) Danielle Stennett		
			[24] Co-creating as a tool for sustainability (15 min) Diane Billingsley		

DETAILED ABSTRACT BOOK

*Click on session/presentation title to jump to abstract

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[20] Catching up the notion of patient-oriented research in evaluation
[21] Research, evaluation, and strategic analytics: Collaborating for health system improvement in Northern Health
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[23] Beyond the focus group: Enhancing the data collection experience for our stakeholders 29
[24] Co-creating as a tool for sustainability

The primary conference stream and secondary theme for sessions are indicated by icons. The icon key is below.

CONFERENCE STREAMS



Empowering people and organizations to grow evaluation capacity



Access to evaluation and the evaluation community: Breaking down the barriers



Ideas, learning, and innovation

SECONDARY THEMES



Career development



Humility



Sustainability



Developmental evaluation



Health



Tools



Economic evaluation



Methods



[1] Developing evaluation capacity with not-for-profits working in the mental health and substance use space: A tale of two organizations

Interactive panel discussion - 9:30 – 10:30 AM, Room 114/115

Description: In this presentation, we will discuss two different approaches we have taken to building evaluation capacity with two clients in the not-for-profit sector addressing mental health and substance use (MHSU). One collaborates with governments, public service organizations, and other institutions to redesign MHSU systems of care to address community needs. They engaged us to co-create evaluation tools (including an evaluability assessment, a theory of change, an evaluation guide, an evaluation plan template, and a set of potential indicators) to use with their clients. The second supports youth and young adults to build cultures where young people – especially those who experience marginalization - are seen, heard, included, and celebrated. Over 2 years, their responses to youth MHSU centred on creating environments for youth-led dialogue, education, and action. They engaged us to provide and build capacity for developmental evaluation: documenting and clarifying how the initiative took shape, assessing different iterations and approaches taken, and supporting youth participants and staff in cultivating a "culture of the possible" (Dozois et al., 2010). In this interactive panel discussion, we will explore the ways we have worked with these clients to meet the needs for evaluation capacity building in their organizations and discuss similarities and differences in what works and what challenges we faced along the way.

Speakers: M. Elizabeth Snow, PhD, MBA, CE is the Head of Program Evaluation at the Centre for Health Evaluation & Outcome Sciences (CHÉOS) and a Clinical Assistant Professor in the UBC School of Population & Public Health. She is the Vice President of CES and a Credential Evaluator.

Mai Berger, BSc is a Project Coordinator at the Centre for Health Evaluation & Outcome Sciences (CHÉOS) and is completing her MSc at the UBC School of Population & Public Health. She is an emerging evaluator.

Amy Salmon, PhD is the Associate Director of the Centre for Health Evaluation & Outcome Sciences (CHÉOS) and a Clinical Associate Professor in the School of Population & Public Health at UBC.



[2] Can evaluation be used to disrupt the status quo and promote social justice in the health sector?

World Café - 10:40 - 11:40 AM, Room 114/115

Description: As evaluators are called to help transform systems to create a more equitable world, can evaluation be used to promote systems transformation in the notoriously hierarchical healthcare sector? As evaluators with experience working across the healthcare system, including long-term care, mental health and substance use, acute care, and eHealth, we have grappled with questions such as: What evaluation practices can help uncover the structures, practices, and power dynamics that serve to silence and oppress people? How can evaluators intervene to disrupt these systems? How do we avoid evaluation from being co-

opted into reinforcing the status quo? And how do evaluators critically self-reflect on their own positionality, privilege, and power so they can better contribute to the advancement of social justice? In this World Café, these questions will be explored as audience members rotate through small group discussions, followed by a full session debriefing. We will draw on the wisdom of the group to discuss the challenges that evaluators in the healthcare sector experience in trying to navigate power and politics as they work to support innovators to disrupt the status quo and promote equitable systems transformation. Audience members will be encouraged to reflect on their own positionality and privilege and to share the lessons they have learned through their own evaluation practice experience. Join us as we explore how evaluators can work towards a more socially just future.

Speakers: M. Elizabeth Snow, Mai Berger (see the long session on previous page for biographies)

Jordie Lynn is from Gispudwada, Gitxaala First Nations. She ended up in the social service field due to the severe effects of intergenerational residential school trauma. She is the Indigenous Co-Executive Director (in training) at Matsqui-Abbotsford Impact Society and is completing the social work program at UFV. She is an emerging Indigenous evaluator.



[3] Approaching evaluation with humility: What we have learned Workshop – 12:40 – 1:40 PM, Room 114/115

Description: Learning to do culturally responsive evaluation is a lifelong journey. When working with marginalized groups and communities, evaluators need to embrace humility, reciprocal accountability and an openness to learning. This approach allows evaluators to work with communities to develop valuable and useful evaluations, while considering the existing systemic barriers.

In this workshop, we will share aspects of our journey, our practices, and our learnings, as members of the FNHA's evaluation team. We will talk about (1) the lenses and guideposts that we use to inform our evaluations; (2) how we co-develop our work plans in partnership with the regional offices and First Nations communities; (3) how we employ strengths-based approaches to lift stories and showcase successes while being cognizant of ongoing challenges and needs; and (4) how we work to inform stakeholders of Indigenous and culturally responsive evaluation methods and build capacity and empower others to partake in meaningful and utilization-focused evaluation.

Following the presentation, facilitated small group discussions will enable participants to share and discuss strategies for incorporating cultural safety and humility and culturally responsive methods in their evaluation practice. Potential discussion topics include:

- How do you approach evaluations with humility?
- How do you co-develop evaluation products with key partners?
- What lenses and methods do you use in your work?

- How do you create reciprocity?
- How do you report back and share findings with the communities/stakeholder groups you work with?

Speakers: Kasra Hassani is a senior evaluation analyst at First Nations Health Authority. He leads and supports diverse evaluation projects within the organization and with its partners. Prior to joining the FNHA, he worked at BC's health authorities and UBC in health services research and evaluation capacities.

Angela Randall has been with the FNHA Evaluation Team since July 2021. She supports mandatory and collaborative cross-departmental evaluations. Prior to this, Angela was with Reichert & Associates for nearly four years where she led a broad range of health care evaluations, with a particular focus in primary care.

Lauren Rutherford is Acting Director, Evaluation at the First Nations Health Authority. She supports decolonized evaluations that facilitate quality improvement and health system transformation for First Nations in BC. Previously, Lauren supported performance measurement and quality at the UBC Faculty of Medicine and policy and intergovernmental relations for numerous federal departments.

Paul Miller is a proud member of the Katzie First Nation. He has 25+ years of experience working with First Nations across BC, from elections to funding arrangements and community initiatives. As the Director of Community Development at the FNHA, he oversees the roll-out of a partnership approach to community health and wellness planning and reporting.

Isabelle Guitard Isabelle Guitard is a senior specialist on the FNHA Community Development team with 20 years of experience in management and accounting. Working with the FNHA since 2013, she provides support to improve processes and operations related to Planning, Reporting and Evaluation.



[4] Capacity, challenges, & strategies: A panel of internal Fraser Health evaluators

Interactive panel discussion – 1:50 – 2:50 PM, Room 114/115

Description: The presenters will share their experiences building evaluation capacity across various health care teams in the Fraser Health region. Each panelist will share specific strategies, exercises, or tools that have been successful in building their teams' technical competencies and evaluative thinking skills. The presenters will also reflect on the challenges they face in building evaluation capacity in a sector experiencing staff shortages, pressures from health emergencies, and an ongoing need to recover from the COVID-19 pandemic. The panel will share with and engage the audience to draw the top challenges they have experienced in their work. They will then reflect on to what extent these common challenges are present in the health care settings where each of them work.

Speakers: Monika Viktorin is a current Ph.D. student, in the Faculty of Health Sciences, at Simon Fraser University and holds the position of Evaluation Specialist at Fraser Health Authority. Monika's evaluation and research interests include mental health and substance use services, virtual health, e-health, health

services research, and patient care quality. Monika is the Owner & Principle Evaluator at MVM Global & Associates.

Michelle Naimi, MEval, is an evaluator with WRSS DoFP. Prior to this, she worked as a consultant on numerous program evaluations across BC, with a focus on healthcare. Michelle holds a Master of Evaluation from the University of Melbourne. She is actively involved with CES, including the Student Case Competition.



[5] Arts-based methods in action: Stories, tips, and giggles from the field 9:30 – 10:00 AM, 25 min presentation, Room 116/117

Description: Not every evaluation question can be answered with a survey. To increase the reach and impact of evaluation, we need to get more creative with measurement. And, let's be honest – we all benefit when our evaluation techniques elevate joy and diverse wisdom and counter extractive and depleting practices. Arts-based methods facilitate diverse – and dare we say fun - ways to collaborate, collect data, and practice critical reflexivity. Many evaluators are hesitant to add new tools to their toolboxes. We get it! Arts can be intimidating. But, they don't have to be. In this energetic session, we debunk some common myths that prevent evaluations and clients alike from buying-in like, "I cannot use these methods because I am not an artist" and "these methods must be costly." Then, we explore the "when" and "why" of using arts-based methods in program evaluation. Anchored in practice, we illustrate the magic and limitations of these methods by sharing stories of both success and failure from our work. Teasing out the nuggets of wisdom from our experience, we offer strategies and tips for using arts-based techniques, navigating ethics, getting buy-in from skeptical colleagues and clients, and continuing to learn and adapt. This talk will contribute to competencies for reflective practice (1.4, 1.7, 1.8), technical practice (2.6), and situational practice (3.2, 3.6) by increasing attendees' understanding of integrating arts-based methods into evaluation practice. We hope our presentation fuels curiosity about arts-based methods and encourages imaginative possibilities for meaningful measurement.

Speakers:

Jennica Nichols is a credentialed evaluator and implementation scientist with 15 years experience. She is passionate about co-design and using arts-based methods to make data meaningful and useable. Jennica holds a MPH (epidemiology) and is moments away from finishing her PhD (public health/education).

Maya Lefkowich is a storyteller, research methodologist, and artsy evaluator with 12 years of experience. She is passionate about imaginative, thoughtful, and brave approaches to evaluation and research. She holds a PhD (public health/journalism) and a MPH (health promotion & gender).



[6] Participatory evaluation planning - Tools and tips 10:00 – 10:30 AM, 25 min presentation, Room 116/117

Description: Collaboratively working with organizations to develop and implement evaluations serves to increase the evaluation capacity of the organization and increase access to evaluation. This presentation will highlight the value of participatory evaluation planning and provide tools and tips to engage and empower stakeholders through each task in co-developing an evaluation plan. This presentation touches on all three themes of empowering people and organizations to grow evaluation capacity, increasing access to evaluation, and sharing proven tools and tips. The material will be presented in an interactive way through soliciting ideas from audience members and providing opportunities to "pair and share." Audience members will leave the presentation with concrete ideas for structuring participating evaluation planning sessions and for facilitating engagement activities. The presentation will further the development of all the evaluation competency domains as it touches on reflective practices, technical practices, situations, personal and management practices.

Speaker: Marla Steinberg has been working as a professional evaluator and evaluation educator for over 25 years. She works with organizations to grow their evaluation capacity to support evidenceinformed decision-making. Her work is in the health and social service sectors and she works, lives, and plays in Victoria, BC.



[7] Innovations in evaluating sustainability: A rubric approach 10:40 – 11:10 AM, 25 min presentation, Room 116/117

Description: Sustainability is a common evaluation theme, but one that is difficult to measure. This is partly due the timing of many evaluations and the limitations of available methods. It is also reflected by the unrealistic expectations that funders, practitioners and evaluators alike place on the potential for long-term sustainability and scale of programming in complex governance and policy systems.

There has been a gap in our understanding about whether and how processes and systems facilitated by an intervention were sustained and continued to support problem solving after ending? And if they were scaled-up to contribute beyond the specific service sector, geography, or other boundaries, to reach more people?

The presenter and her colleagues at the World Bank's Global Partnership for Social Accountability offer an innovative perspective in their efforts to evaluate sustainability. Rather than assuming wholesale uptake and ongoing replication of interventions, we cast a wide net of potential outcomes for sustainability. To measure it in a consistent and accessible way, we designed a qualitative rubric - a practical tool that can be easily communicated and applied. It

also allows for the comparison and aggregation of diverse sustainability results across different projects.

The session will discuss our learning about defining and assessing sustainability and demonstrate how other evaluators could make use of this sustainability rubric approach. The presenter will focus on insights from practice, including the need to embrace partial results and adaptation as indicators of success and key pathways to scale and sustainability in complex governance and policy systems.

Speaker: Alix Wadeson is a Vancouver-based independent evaluation consultant with 14 years' experience working to support and strengthen development and humanitarian programs. Her thematic foci include climate change resilience, inclusive governance and advocacy. Alix brings expertise on qualitative and theory-based evaluation methods such as Outcome Harvesting, Process Tracing and Contribution Analysis.



[8] A developmental evaluation journey: From intended program delivery to the intersection of COVID reality and sector and funder accountability

11:10 – 11:40 AM, 25 min presentation, Room 116/117

Description: What started as a summative evaluation of a program designed to scale up local innovations and promising/best practices and encourage new partnerships and more integrated programming strategies with the home and community sector and primary care providers, evolved into a developmental evaluation. Originally designed to assess and communicate the effects and changes resulting from the program on the people and in the communities it was designed to serve, the evaluators soon realized a developmental approach was required to support learning and adaptation prior to assessing true impact.

As an evaluation team we have had to embrace ambiguity and uncertainty as the evaluation design has provided the foundation for changing the way organizations are working together. Throughout the evaluation we have collaboratively created tools, processes, and decisionmaking structures to support program delivery. The presentation will discuss ways in which the evaluation adapted to accommodate data collection, including specific questions and methods for building trust among evaluation participants.

We will conduct a deep dive into barriers faced during COVID, organizational and community capacity differences, and the impact of program partner and funder relationships. We will then facilitate a discussion around how others have addressed these as well. At the end of the session attendees should have a clear understanding of collective issues faced among evaluators and learn from each other. This session will predominantly focus on situational and interpersonal practice competencies.

Speakers: Wynona Giannasi, MPA, CE co-founded Howegroup in 2006 with a vision of supporting organizations to lead social change. Wynona holds a Master's in Public Administration, with a specialization in performance management and a Bachelor of Science, both from the University of Victoria. Wynona is a Credentialed Evaluator.

Jennifer Hystad, MSc, CE, is a partner in Howegroup, living and working in the Lower Mainland. Her work is rooted in the social determinants of health and supports organizations that champion healthy aging. Jennifer holds a Master's degree in Health Promotion Studies (University of Alberta) and is a Credentialed Evaluator.

Elayne McIvor, MPH, CE is the Principal of Catalyst Consulting. She has a decade of experience working as a strategy, planning and evaluation consultant in the social sector. Her dedication to providing clients with strategic insights and actionable data has translated to real and lasting change in our communities.

Bobbi Symes, MA, CPG, is the Assistant Director, Healthy Aging at United Way British Columbia. Bobbi's portfolio includes overseeing the implementation and evaluation of UWBC's Healthy Aging programs. Bobbi is a Gerontologist, with extensive experience in research and program management in the areas of population health, injury prevention and older adults.



[9] Speed to impact – Evaluating innovation when implementing a new COVID-19 rapid response funding program

12:40 – 1:00 PM, 15 min presentation, Room 116/117

Description: In February 2020, Genome BC launched a Rapid Response Funding Program to provide funding quickly to research and innovation projects with the aim of supporting the immediate response to the COVID-19 pandemic. We created and launched the program in two weeks and within a few days received 185 proposals from which 13 projects were awarded funding. The entire program was created, launched, and executed within six weeks, requiring the development of a new framework to evaluate and fund project proposals in days rather than months. In the following weeks and months, another 11 follow-on projects were identified to complement efforts in partnership with others, including Genome Canada. Overall, Genome BC has provided just over \$3.8M in funding to 28 projects to address challenges from the COVID-19 pandemic. As speed-to-impact was a priority in managing responses to a changing pandemic, many of the investments focused on informing short-term decision making and pivoting existing scientific knowledge to have effective impact. Having the right evaluation criteria, mostly through internal scientific and strategic expertise, Genome BC's investments into COVID-19 research and innovation projects have been successful in demonstrating research applications, mobilizing knowledge and advancing real-world products and services that have and will continue to benefit BC.

Speaker: Jessica Lu provides strategic corporate planning and evaluation support for Genome BC initiatives and the management, coordination and conduct of research and analysis of funded programs. Jessica supports Genome BC's performance measurement framework, as well as government relations

work by preparing a variety of written materials and presentations for Genome BC's accountability framework, briefing materials, and other reports.



[10] Hawaii Caring Systems Initiative for Youth Suicide Prevention: Community participatory systems mapping protocol

1:00 – 1:20 PM, 15 min presentation, Room 116/117

Description: The Hawai'i Caring Systems Initiative for Youth Suicide Prevention (HCSI) aims to use a data-driven systems-dynamics approach to improving the mental health system in our community. This evaluation effort uses a mixed methods analysis using key-informant interviews and secondary-publicly available data to inform a stakeholder analysis (SA) map to analyze both formal and informal connections between stakeholders, community partners, school-based professionals, mental/physical health care providers, and suicide prevention advocates. The community-driven approach to these maps are able to show both formal barriers within the mental health system along with informal barriers that impede engagement and change.

The systems-thinking evaluation framework can be cross-applied within domains within Hawai'i including health care, education, and geographic communities along with interest-populations including indigenous populations, pacific islanders and migrant populations, and sexual and gender minorities. Additionally, the stakeholder analysis maps allow for sustainability in programs and institutions as the maps show relationships to new stakeholders. The community benefits and future directions for this evaluation frame are tailored to the community: showing their strengths within their support systems along with areas for future collaboration While this case study is based in Hawai'i, this evaluation system can be utilized in a Canadian context as both populations contain geographically dispersed populations with varied resources. There are also a myriad of stakeholders in community and professional settings that are affected by interventions in different ways, thus identifying leverage points is essential. Participants in this session will learn the theory and practice behind conducting a community-participatory stakeholder analysis mapping.

Speakers: Cade Akamu is a Master of Public Health Candidate at the University of Hawai'i at Mānoa specializing in Social and Behavioral Health Sciences. His work primarily focuses on access to mental health services for under represented communities including Native Hawaiians, Pacific Islanders, and Sexual and Gender minorities.

Tai-an Miao, PhD, is an Assistant Professor in the Department of Psychiatry, University of Hawai'i. Tai-An currently serves as lead evaluator for several local projects focused on yourth and community health, including the Kalihi Connections for Health Families project and the Hawaii's Caring Systems Initiative for Youth Suicide Prevention.



[11] Deep learning and algorithms as a tool for evaluating programs for

1:20 – 1:40 PM, 15 min presentation, Room 116/117

Description: Non-profits that provide relief or aid to individuals or families for immediate and short term needs often require a different evaluation approach. This is because there is an uncertainty about resources and demand, both of which can vary weekly or monthly. A learning organization has the potential to be more responsive and efficient with its resources. A virtual example of a food bank using deep learning and neural networks to reassess and redesign its local distribution processes will be presented. Knowledge gained from virtual models can help us evaluate and adjust a program during its operations and not only at the end. Evaluators can benefit from considering their work using algorithms and neural network thinking as it has the potential to shape how we think, and how we use data.

Speaker: Janette Leung is a researcher from UBC's Measurement, Evaluation, and Research Methodology program. She is involved with programs for vulnerable clients or in emergency response programs, and seeks to improve the implementation and outcome of such programs using data in a practical, easy to understand, and logical way for non-profits. Her current research uses algorithms, graphic mapping, and deep learning, to be applied to improve critical services to those in need.



[12] Assessment of economic methodologies in evaluating scientific R&D programs: Lesson learned and recommendations

1:50 – 2:20 PM, 25min presentation, Room 116/117

Description: The use of various economic methodologies, e.g., cost-benefit analysis (CBA), cost-effectiveness analysis (CEA), cost-utility Analysis (CUA), in collecting and understanding economic evidence has been a known practice in evaluation. The attempts on assessing and updating the application of these methodologies in evaluating scientific research and development (R&D) programs, however, have been surprisingly limited and sporadic in the evaluation literature and practice to date. Learning from the practical application of these economic methodologies in the evaluation of a number of Canadian federal scientific R&D programs, the presentation proposes to address the gap and start the discussion on the potential need and importance of modernizing these methodologies in addressing evaluation needs of unique programs and contexts. Specifically, the presentation will focus on:

- the background, nature and examples of economic methodologies used at the evaluation studies in Canadian science based federal government departments,
- the lessons learned from a number of scientific R&D evaluations employing economic methodologies, and,

 a number of recommendations, suggesting the introduction of new strategies and frameworks in designing economic evaluation methodologies for scientific R&D program evaluation.

Speakers: Deen Taposh is a Senior Planning and Policy analyst at the Emerging Technology Division in National Research Council Canada's (NRC's) Executive Office. Deen also spent five years at NRC's Office of Audit and Evaluation, most recently as a Senior Evaluation Officer. Deen has a Masters in Economics from Carleton University.



[13] Social return on investment as a tool to quantify intangible outcomes 2:20 – 2:50 PM, 25 min presentation, Room 116/117

Description: Few organizations can clearly articulate the real value of what they do beyond purely financial terms. Social Return on Investment (SROI) is a framework for measuring a broader concept of value and helping quantify intangible outcomes that are often difficult to value despite their potential impact on stakeholders.

To assist the BC Network of Child and Youth Advocacy Centres (Network) to better tell the story of the full impacts generated by its centres across the province, MNP employed the internationally standardized SROI - coupled with the Most Significant Change (MSC) story methodology. Working closely with the (eight) centres that comprise the Network, MNP collaboratively articulated the theory of change along with the benefits of the Network's model, which can be represented as positive changes in the wellbeing along with quality of people's lives, in the accessibility and provision of support, and across the various systems of care in British Columbia.

In this presentation, members of the MNP Team and the Network would co-present the innovative approach taken to this study as well as challenges encountered, and lessons learned.

The final report, along with an infographic, will be publicly available at the time of the presentation and can be shared. Polling technology can be used to pose thought provoking questions to session participants. Because MNP worked so closely with the Network throughout this study, and centres employed MSC methodology to collect stories from their respective regions, this presentation could also fall under Stream 1.

Speakers: Jasmina Burns is a Senior Manager with MNP's consulting practice in Vancouver. She has over a decade of experience in the field of consulting and specializes in conducting program reviews and evaluations. She has significant experience working with public sector and non-profit clients. She is a Certified Management Consultant and former Vice President of CESBC.

Brooke McLardy is a Manager Oak Child and Youth Advocacy Centre (CYAC). She was part of the Centre's development and now oversees its response model to help ensure that children and youth receive the supportive services they require along their journey to long-term healing. Brooke worked closely with MNP on the SROI analysis of the CYAC model.

Bill Reid has thirty years of history as a professional, currently as a Partner and a Public Sector Niche Lead with MNP. Prior to this, he was with international and regional advisory firms and with the BC Provincial government. Bill brings a history with program evaluation that dates to the 1990's and is a CE with the CES.



[14] Learnings from a four-year evaluation of the organizational infrastructure of a provincial rural health network

9:30-9:50 AM, 15 min presentation, Room 111/112

Description: A network, a formal collaboration of three or more organizations, can be an effective way to solve a complex problem. The Rural Surgical and Obstetrical Network (RSON) was formed in response to the closure of surgical and maternity programs across rural British Columbia (BC). RSON aims to sustain and enhance rural surgical and obstetrical services. Ten rural communities participating in RSON are implementing up to five interventions: clinical coaching, continuous quality improvement, remote presence technology, increased scope and volume, and evaluation.

Our team at the Centre for Rural Health Research (UBC) is implementing a comprehensive evaluation of the five-year RSON program. To understand the structure and function of RSON, we administered a survey with network leaders annually for four years. Survey findings informed the iterative growth and development of the network. In this presentation, we will share our experience with (1) analyzing longitudinal data and communicating quantitative findings, and (2) incorporating network theory into the evaluation. (1) When making comparisons over time, we implemented an analytic approach that allowed us to use both matched and unmatched responses. To promote uptake of findings by program planners, we visually presented data in three different ways, each showing a different level of detail. We also highlighted survey items with a high proportion of 'Don't know' responses. (2) We found theoretical frameworks on network governance structure, network evolutionary stages, and common network tensions/paradoxes to be useful. Network theory was integrated into the introduction and discussion sections of reports and informed the development of recommendations.

Speakers: Anshu Parajulee is a health services evaluator and researcher. She has over ten years of experience evaluating various programs in Canada, the USA, and other countries. Currently, Anshu is working with the Centre for Rural Health Research at UBC to evaluate two new provincial health programs in rural BC.

Gal Av-Gay is a data analyst at UBC's Centre for Rural Health Research. His current work includes using provincial administrative health data to examine the quality of rural surgical and obstetrical outcomes. Gal has an MSc in Statistics and is an R enthusiast.



[15] Measuring in a good way: What indicators can be used to make sure we are progressing toward wellness?

9:50 – 10:10 AM, 15 min presentation, Room 111/112

Description: This presentation discusses performance measures that are being used to evaluate the health and wellness of BC First Nations. I also discuss more broadly how we might consider cultural safety and humility when developing performance and evaluations indicators in the future.



Using the First Nations Health Authority (FNHA) as an example, I want to speak about the work that went into creating new performance measurements for the organization's latest strategic plan (2022-2027) and how the previous measures were evaluated. For this strategic plan, some of the measures are framed from a First Nations perspective. Stories, which First Nations have used for thousands of years, will be used as qualitative measures across the five goals of the plan.

Then, I will start a discussion more generally about how organizations in the wellness and antiracism space can create qualitative measures for wellness. Moreover, what ways there are to quantitatively measure wellness.

Speaker: Mobolaji Tunde-Oladepo is a planning analyst at the First Nations Health Authority.



[16] Moving towards a learning health system through fostering a culture of research and evaluation: The Northern Health experience

10:10 – 10:30 AM, 15 min presentation, Room 111/112

Description: Health systems worldwide are facing increasing pressures to respond to emerging and ongoing challenges including health and human resource shortages, provide services that meet the needs of the populations they are intended to serve, and generate more efficient processes and pathways to improve system sustainability. Integrating research evidence and fostering a culture of evaluation are critical to ensuring health system success and creating space for innovation and responsiveness. In our presentation, we will share examples of some of the work our team has undertaken to foster a culture of research and evaluation within our regional health authority. We share some of the challenges we have encountered when servicing a geographically vast region with a dispersed population with unique health challenges. Finally, we will reflect on some of our successes, strategies, and learnings that have enabled us to continue creating a culture of evaluation within our organization that has allowed for ongoing learning and tailoring of different healthcare initiatives to remain relevant, responsive, and reflexive.

Speakers: Daman Kandola works at the intersection of research and practice as an Evaluation Specialist with Northern Health. She supports individuals and teams with planning, development, and evaluation

of their initiatives. A trained research scientist, her interests include health services and policy, knowledge translation, patient-oriented research, and cardiovascular health.

Tiegan Daniels is the Evaluation Lead for Northern Health. She provides leadership, support, and expertise to evaluation strategies and activities that support health authority planning and decisionmaking.

Stephanie Lowe is an Evaluation Coordinator with Northern Health. She has recently joined the Evaluation Department, coming from a background as a Mental Health and Substance Use Clinician. Her position supports the development and implementation of evaluation strategies, education, resources, and capacity building.

Christine Vandenberghe holds a MEd in Educational Psychology from the Centre for Research in Applied Measurement and Evaluation. She has been an evaluator for over a decade, at the University of Alberta, PolicyWise, Alberta Health Services, and The City of Calgary. She is currently an Evaluation Specialist with Northern Health.



[17] Hiring young people as evaluators at an integrated youth services organization: Reciprocity in action

10:40 – 11:10 AM, 25 min presentation, Room 111/112

Description: Foundry is a province-wide network of integrated health and social service centres for young people 12-24. We recognize the importance of lived experience and strive to centre youth in all aspects of the Foundry initiative including evaluation. In this presentation, we will share our processes, learnings and the benefits of engaging youth in our evaluation work and invite young people to share their own experiences.

"Youth Evaluator" positions are embedded in several of our projects such as the Wellness program and the Youth and Family Ambassador Program. These multi-year initiatives are aimed at empowering youth to improve their health, develop skills, and build capacity in communities across BC and Canada. Youth Evaluators inform many evaluation activities including evaluation project planning, data collection and analysis, and knowledge mobilization. They receive support and mentorship from Foundry's Evaluation and Engagement teams and are encouraged to participate in professional development opportunities.

Embedding youth as evaluators has benefited both the organization and young people themselves. Having youth on our team has strengthened Foundry's evaluation approach. It has bolstered our team's capacity to evaluate projects and explore data collection and knowledge mobilization activities that would not be possible without them. For youth, these positions provide a supportive environment and accessible opportunities to develop skills and connections, which they can use in their future careers. Based on the early success of these positions, we plan to continue to embed Youth Evaluators in our initiatives and creating pathways for growth within the organization.

Speakers: Constanza Berrios is an Evaluation Specialist at Foundry. She is dedicated to reciprocal learning, equitable access to opportunities, and empowering youth evaluators to develop the skills needed to meet their future goals. Connie has a Masters in Public Health. Her work experience includes research, program evaluation, and social service delivery.

Haley Turnbull who has been working with Found from 2 years. She is passionate about supporting youth evaluators and advocating for meaningful youth engagement in evaluation. She has a Masters in Community Health, focused on evaluating social marketing effects on health behaviour in postsecondary environments.

Teresa Campbell is entering into her 3rd year of university in the fall. While attending university, she has been working as a YPE in the wellness project. The YPE position has allowed her to develop many skills such as facilitating focus-groups and interviews, presenting, coding, and working as a team.

Taylor McKee is a mixed-race student studying music and psychology at UBC, where she researches the psychology of music performance anxiety. Passionate about mental health.

Christopher Sanford-Beck is in his final year of his Bachelor's degree with a double major in Creative Writing and Philosophy. Originally from Saskatoon, he has been living and studying on the unceded lands of the Lekwungan-speaking peoples, specifically the Songhees, Esquimalt, and WSÁNEĆ peoples, for the past four years. He began work on the Wellness Program as a YPE in December 2019 and has appreciated the opportunity to connect with young people, program staff, and staff at FCO while learning about evaluation.



[18] The good, the bad, and the unexpected: Experiences of early career evaluators in a complex health care organization

11:10 – 11:30 PM, 15 min presentation, Room 111/112

Description: Navigating a complex organization is no small feat, especially during the early days of your career. This presentation will explore the experiences of two emerging evaluators in Fraser Health Authority which serves the largest region in British Columbia. The presenters will share the learnings, challenges, and unexpected lessons they gained from supporting and conducting various evaluations in a large health organization. Drawing from their experiences, they will share key aspects, opportunities, and resources that helped them develop their evaluation capacity in their roles. They will also share tips for other emerging evaluators looking to launch their career in a health care setting. Speaker:

Speakers: Sonia Heer is a Bachelor of Science in Health Sciences (Honours) student at Simon Fraser University. She is also an Evaluation Assistant for the Department of Evaluation and Research Services at Fraser Health and has gained experience supporting various evaluation projects and Fraser Health services.

Abigail Anada is a Bachelor of Science student with a specialization in Biochemistry, and a Masters of Management student at UBC. She is currently working at Fraser Health as a clinical research assistant and conducting an evaluation on the health authority's regional virtual nursing service.



[19] The 'Chain and Ripple Effect': A practical method to expand the evaluation of research impact beyond the academic lens

12:40 – 1:00 PM, 15 min presentation, Room 111/112

Description: Civil society is increasingly producing and partnering on research efforts, and therefore seeking to understand the overall contribution and impact of the work produced. A common metric in the evaluation of research is citation analysis and identifying the authors and academic reach of research work. While this is helpful in understanding research's contribution to the academic field and evidence base in a given theme or discipline, it only provides a partial view. Limiting our understanding of the reach of research to bibliometrics also fails to include important applications at the government, civil society and community levels. It also excludes voices and use by those that may not have access traditional academic institutions.

In this short presentation targeted to support both technical and situational evaluation competencies, we offer an innovative method to complement bibliometrics in evaluating the impact of research. We call this the 'chain and ripple effect' - akin to the branches and leaves of a tree multiplying over time upwards and outwards but can be traced back to the initial seed planted. We will share this method based on our ex-post evaluation of the International Institute for Environment and Development's (IIED) Urban Crisis Learning Fund (UCLF), to illustrate this effect to session participants with visualized dataset of our case study. We will offer practical steps to applying this method and discuss why this can broaden the perspective of the value of research, beyond its use in often elitist and colonial environments. We will end with a short Q&A.

Speakers: Alix Wadeson is a Vancouver-based independent evaluation consultant with 14 years' experience working to support and strengthen development and humanitarian programs. Her thematic focus includes climate change resilience, inclusive governance and advocacy. Alix brings expertise on qualitative and theory-based evaluation methods such as Outcome Harvesting, Process Tracing and Contribution Analysis.

Nicola Giordano is an independent evaluation consultant with 12 years' experience working across different types of organizational structures. His thematic focus includes financial inclusion, climate change resilience, cash-based assistance, and food security. Nicola has, until recently, led a large MEAL team at Action Against Hunger and led several evaluations.



[20] Catching up the notion of patient-oriented research in evaluation 1:00 – 1:20 PM, 15 min presentation, Room 111/112

Description: Patient-Oriented Research (POR), where patients are involved as equal partners in the research process, is widely promoted in the health sector. POR aims to produce more relevant and meaningful evidence that best serves those most impact by the research. Yet, the field of evaluation has been slower at catching up to the notion of POR. The presenters will introduce the principles of POR and how evaluators can use these principles to ensure their work is patient-centered. The presentation will also provide an overview of how evaluators in Fraser Health Authority collaborate with various internal groups, including the BC SUPPORT Unit Fraser Centre, to promote patient engagement in evaluation processes. The presentation will focus on distinct examples of engaging patients as partners in internal evaluations to provide an overview of successes and challenges and facilitate discussion with attendees on promoting POR in evaluation

Speakers: Maria Montenegro is a Leader of Virtual Health Research and Evaluation with Fraser Health Authority. Maria became a Credentialed Evaluator in 2021 and has conducted evaluation across multiple sectors including healthcare, international development, education, and immigration. She is the Chair of EvalYouth North America and the EvalYouth representative to AEA.

Christy Boyce is the Virtual Health Learning Consultant at Fraser Health and holds a Master's degree in Learning & Technology. Christy supports numerous patient education redesign projects as well as the development of clinical practice tools and resources for clinicians as they transition to virtual care.

Dr. Janice Sorensen provides leadership in capacity-building, collaboration, support and execution of research grounded in integrated knowledge translation in Long-Term Care and Assisted Living at Fraser Health Authority. She plays an active role in the strategic development of new partnerships for patientoriented, outcomes-based applied research in the sector across the region.



[21] Research, evaluation, and strategic analytics: Collaborating for health system improvement in Northern Health

1:20 – 1:40 PM, 15 min presentation, Room 111/112

Description: Northern Health is British Columbia's geographically largest but least populated health authority. This combination of factors presents some unique challenges for health service delivery and innovation. In our presentation, we will share examples of how our internal Research, Evaluation, and Analytics teams come together to support a diverse array of projects for the health region. Working across teams, in a crosscutting, interdisciplinary fashion enables us to respond to emerging and ongoing health service challenges, provide timely evaluation and informatics data, and help support program leadership's evidence-informed decision-making. Throughout our presentation will highlight specific examples of projects, including our Primary Care and Substance Use Virtual Clinics, that we have undertaken and reflect on some of the challenges and successes that we have encountered throughout this process. Learnings relevant to the situational and interpersonal evaluation competency domains will be highlighted.

Speakers: Dr. Daman Kandola works at the intersection of research and practice as an Evaluation Specialist with Northern Health. She supports individuals and teams with planning, development, and evaluation of their initiatives. A trained research scientist, her interests include health services and policy, knowledge translation, patient-oriented research, and cardiovascular health.

Christine Vandenberghe holds a MEd in Educational Psychology from the Centre for Research in Applied Measurement and Evaluation. She has been an evaluator for over a decade, at the University of Alberta, PolicyWise, Alberta Health Services, and The City of Calgary. She is currently an Evaluation Specialist with Northern Health.

Faramarz Kashanchi is working for Northern Health as an outcomes analyst for almost a decade. He holds master's degrees in statistics and computer science.



[22] Working our way out of a job? An external consultant's perspective on the benefit of client capacity building

1:50 - 2:10 PM, 15 min presentation, Room 111/112

Description: As evaluators, we often emphasize the importance of building up evaluation capacity; both in our own practice and when working with client partners. However, as external consultants reliant on incoming contracts, the topic of building up the evaluation capacity of our clients is often paired with the question "am I working my way out of future work?" After all, if our clients are able to evaluate their own programs, what need will they have to hire an external consultant to conduct evaluations on their behalf? In this presentation, I discuss the benefits of working with clients to build up their internal evaluation capacity from greater client buy-in and maintaining ongoing client relationships to gathering higher quality data for better evaluations.

Speaker: Christine Zwart-Cooper is an evaluation consultant with Harry Cummings and Associates Inc. As an evaluator, Christine has worked with a variety of clients including non-profit and international development organizations, private corporations, and government. Christine specializes in youth programming, programs serving newcomer populations, programs serving housing insecure and homeless populations, and agriculture.



[23] Beyond the focus group: Enhancing the data collection experience for our stakeholders

2:10 – 2:30 PM, 15 min presentation, Room 111/112

Description: Evaluation fatigue is real. As evaluators, we constantly ask our stakeholders for their thoughts, feedback, and suggestions. Focus groups are typically a go-to solution for gathering qualitative information but sometimes fall short of igniting real participant engagement and interest. A critical and sometimes overlooked part of our role as evaluators is focusing on the needs and capacity of our stakeholders and continuously improving our methods to meet them where they are. New, appropriate, and innovative methods help engage and reach more people and increase the impact of evaluation.

Healthcare Excellence Canada and the Canadian Partnership Against Cancer partnered over four years to deliver Paramedics and Palliative Care: Bringing Vital Services to Canadians. When faced with evaluating this collaboration as one of the first long-term partnerships between two Pan-Canadian Healthcare Organizations, engagement and interest were key to elucidating valuable and actionable results. A new modified virtual focus group format enhanced with active relationship-building and a dash of fun from Liberating Structures set the stage for a methodical but highly engaging data collection activity. The innovative tool increased stakeholder engagement and interest in the evaluation which will facilitate both organizations to utilize the results to collaborate effectively again in future partnerships.

This presentation will go step by step on how to apply this fun virtual methodology and tap into CES competencies 2.6, 2.8 and 3.2. Participants will leave with a fresh tool in their evaluation toolbox that will liven up their data collection strategies and engage stakeholders in a variety of contexts.

Speakers: Danielle Stennett (she/her) is a passionate Evaluation Lead working to shape a future where everyone in Canada has safe and high-quality healthcare. She likes to focus on the people behind the evaluation and embedding lived experience and context into her work.

Catherine Rauscher (she/her) is a Program Coordinator at HEC. She is an emerging evaluator with a passion for person-centred approaches. Finding creative, evidence-supported ways to glean responses to impactful questions is her wheelhouse. She's driven by a desire to see individuals receive the care that meets their needs and goals.



[24] Co-creating as a tool for sustainability 2:30 – 2:50 PM, 15 min presentation, Room 111/112

Description: As a student in the Carleton University Diploma of Public Policy and Program Evaluation in 2017-2019, I led a team of student evaluators in the evaluation of the socio-recreational programs at a small size non-profit organization in Whitehorse, Yukon. Supporting the organization in their first evaluation, we utilized a co-development approach which included providing the beneficiaries, people with neurodevelopmental disabilities, actively participating throughout the evaluation process. Using a co-developed approach provided opportunity for the organization to gain evaluation experience and strategies to embed evaluation practice into the organization. At the same time, the student/emerging evaluators had the opportunity to gain experience using evaluation as an empowerment tool.

This presentation is relevant to the conference theme as it explores how small non-profits respond to evaluation as a new experience and how the process provides the foundation for supporting sustainable evaluation practices. The presentation will also provide firsthand reflections of an emerging evaluator working with a virtual team across Canada and the importance of providing emerging evaluators with diverse experiences, including experiences breaking down barriers for people not often included in evaluations. The presentation will

touch on all CES competencies domains, but is most relevant to Technical practice, 2.3 as well as Situational practice, 3.2; 3.4 and 3.7.

Speaker: Diane Billingsley is a credentialed evaluator with experience in research, strategic planning, results-based performance measurement and evaluation. Diane has extensive experience in the areas of health and social policy development and implementation at the provincial/ territorial government level, as well within the non-profit sector. She strives for her evaluation practice to be a mechanism to advance social justice and drive transformative policy. Diane lives, works and plays on the traditional territories of the Ta'an Kwäch'än Council and Kwanlin Dun First Nation.



INCREASING THE REACH & IMPACT
OF EVALUATION TOGETHER

OCTOBER 28, 2022
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