



# What's in Your Evaluation Toolbox 2.0?

CESBC 2020 Evaluation Conference

Evaluation is a dynamic practice. New tools and methods are constantly emerging. What's a busy evaluator to do? Take a day to come learn from your peers! The [CESBC 2020 Evaluation Conference](#) is being held in Vancouver, BC, on Friday, January 24, 2020.

This conference is about opening up our evaluation toolboxes and sharing what we know and what we've learned. Every attendee should come away from the conference with something new to use in your work. This is an opportunity to share your most trusted tools, expand your toolbox, and build new connections.

Start	End	Room 109-110	Room 111	Room 112	Room 116 & 117	Room 114 & 115	
8:00	9:00	Breakfast					
9:00	9:30	Conference Welcome by Elder Syexwaliya					
9:30	9:40	Conference Opening					
9:40	9:50	Transition					
9:50	10:50		From the Funder's Perspective: Different Ways to Think about Assessing Impact (Sutton et al)	Assessing a portfolio of work using Ecocycle, a visual technique (Laurie, Cougler Blom)	Participatory Self-Study of Impact (Patty, Karpilovsky)	Krazy Glue Messaging: Making Your Findings Stick (Hutchinson)	Concurrent 1
10:50	11:00	Transition					
11:00	12:00		Learning to "see with two eyes": Insights from applying culturally-responsive evaluation strategies to an Indigenous health initiative (Zhang, Macklin)	Methodology Comparison and Challenges - Evaluating the Impacts of Non-Market Housing on Surrounding Residential Property Values (Siggner)	Engaging Evaluation; A Facilitative Approach to Inquiry & Inclusion (Farina)	Applied Learning from Evaluation Failures (Sellick)	Concurrent 2
			Strengthening community partnership through evaluation of the TB High Incidence strategy at Northern Saskatchewan (Mahmoodi, Hourigan, Ndubuka)	Evaluating Modular Supportive Housing in British Columbia (Greenius)	Online project management tool offers engaging evaluation opportunity (MacKelvie)	Alice in QI Land: An Evaluator's Travel Log (Douglas)	
12:00	1:00	Lunch					

Start	End	Room 109-110	Room 111	Room 112	Room 116 & 117	Room 114 & 115		
13:00	2:00		Evaluation in Practice: Early Impacts of Farm to School (Fatic, van Ekris, Petrov)	Scaling-up and evaluation of a multi-component provincial initiative targeting early years providers: challenges and lessons learned (Hassani)	Real-time data visualization for developmental evaluation (Kishchuk)	Tips on delivering bad news (Steinberg) <hr/> Capitalizing on Insights: Streamlining Evaluation Practices (Snow, Kadernani, Khan, Lam, Mahmoodi, Matano, Vaculik, Wu, Young)	Concurrent 3	
2:00	2:10	Transition						
2:10	3:10		The Outcome Mapping Journey: Developing Progress Markers (Maguet)	Human-Centered Design in Place Based Evaluation (Staker, Karpilovsky, Shi)	Tools and Approaches for Principles-Focused, Developmental Evaluation: Lessons from Five Cases (Salmon, Iyamu, Ono, Olulana, Berger)	Growing Your Evaluation Practice: The How, What, and Why for Incorporating Arts-Based Methods into Your Toolbox (Nichols, Lefowich)	Concurrent 4	
3:10	3:20	Transition						
3:20	4:20	How to Avoid Using Data (Accidentally) Like a Racist – Equity in Data Products ~~~ Keynote Speaker Heather Krause						
4:20	4:30	Conference Closing						
4:30	5:00	AGM reception/poster session						
5:00	6:00	AGM						

OPENING WELCOME



**Elder Syexwalia**

Syexwalia / Ann Whonnock is an Elder & Knowledge Carrier from Squamish Nation with strong Indigenous worldviews, ancestral knowledge and traditional teachings, widely respected and acknowledged for her work and energy commitment to her community



KEYNOTE SPEAKER

**Heather Krause, CEO Datassist, PStat  
Data Science for the Non-profit World**

Heather has spent over a decade doing research on the best data viz and evaluation communication practices from a cross-cultural perspective.

[www.idatassist.com](http://www.idatassist.com)

Long presentations are 60 minutes presentations by one or more speakers on a specific tool, idea, or experience. Eleven presentations have been selected for the conference, listed here alphabetically by title.

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### KEYNOTE SPEAKER: How to Avoid Using Data (Accidentally) Like a Racist – Equity in Data Products

Very few people get into the evaluation sector because they want to promote racist or sexist ideas. However, it's very easy to accidentally fall into these and other traps, particularly in the data-centric aspects of evaluation. Collecting, analyzing and communicating data are not neutral activities. The process of creating evidence is very much dependent on the world view and cultural values of the people involved - from those designing the data collection, those doing the analysis, and those being studied.

**Heather Krause**, PStat is a data scientist with over a decade of experience building tools that improve practices and systems. Heather is a statistician with years of experience working on complex data problems and producing real world knowledge. She has a strong love of finding data, analyzing it in creative ways and using cutting edge visualization methods to visualize the results. Her emphasis is on combining strong statistical analysis with clear and meaningful communication. She is currently working on implementing tools for equity and ethics in data. As the founder of two successful data science companies, she attacks the largest questions facing societies today, working with both civic and corporate organizations to improve outcomes and lives. Her relentless pursuit of clarity and realism in these projects pushed her beyond pure analysis to mastering the entire data ecosystem including award winning work in data sourcing, modelling, and data storytelling, each incorporating bleeding edge theory and technologies.

Her work proves that data narratives can be meaningful to any audience from a boardroom to the front page. Heather is the founder of We All Count, a project for equity in data working with teams across the globe to embed a lens of ethics into their data products from funding to data collection to statistical analysis and algorithmic accountability. Her unique set of tools and contributions have been sought across a range of clients from MasterCard and Wells Fargo to the United Nations, the Canadian Government and the Bill and Melinda Gates Foundation. She is on the Data Advisory Board of the UNHCR.

### Assessing a portfolio of work using Ecocycle, a visual technique

This session introduces a visual and participatory tool to assess a portfolio of activities a group or organization is undertaking. Ecocycle (a Liberating Structures tool) helps the organization answer questions as to what needs more investment, what is tracking well, what is ready to be let go and what innovation is being seeded. The session is hands on so people will leave having experienced using the tool and reflecting on where it can be used in evaluation and assessment

**Michelle Laurie** brings twenty years of experience working with organizations, networks and partnerships on strategic planning, assessment, facilitation and engagement in Canada and around the world. She brings innovative ideas to projects and processes in the field of sustainable community development. [www.michellelaurie.com](http://www.michellelaurie.com)

**Beth Cougler Blom** is a self-employed facilitator and learning designer who works with organizations to help them design and facilitate effective learning experiences – both in person and online. She regularly leads facilitator development workshops, helping people develop skills in online and face-to-face facilitation. Find out more about Beth at [bethcouglerblom.com](http://bethcouglerblom.com).

### Evaluation in Practice: Early Impacts of Farm to School

Farm to School: Canada Digs In! (F2SCDI) is a national initiative led by Farm to Cafeteria Canada. It is focused on bringing local, healthy food to schools and engages a multitude of stakeholders including the students, the school community and the local food supply chain sector. Ninety-two schools and 14 post-secondary campuses from five provinces are participating in F2SCDI.

MNP is conducting a multi-year evaluation of F2SCDI to assess the initiative from a developmental and outcome perspective. One of the key components of the interim evaluation (completed in spring 2019) was measuring the impacts of F2SCDI interventions on children's food literacy and food consumption through a school-based study using 24- hour pre- and post-salad bar food recall interviews for students in grades 4 to 6. The interview instruments built on existing tools and a similar study conducted on salad bar intervention in the Los Angeles Unified School District in 2000

**Jasmina Fatic**, MNP Consulting Manager Jasmina is a Manager with MNP's consulting practice in Vancouver. She has over ten years of experience in the field of consulting and specializes in conducting program reviews and evaluations. Jasmina is leading the multi-year evaluation of F2SCDI and works closely with F2SCDI's Leadership and Support Team and its partners.

**Kathleen Van Ekris** is a Sr. Consultant MNP's consulting practice in Victoria. Drawing on 5 years of evaluation and policy experience, Kathleen helps clients design outcome-centered programs and improve program effectiveness. Kathleen led the 24-hour food recall study in five schools involving over 500 students in British Columbia and Ontario.

**Pavel Petrov** is a Sr. Consultant MNP's consulting practice in Vancouver, with a primary focus on statistical and economic consulting. Pavel's expertise spans economic impact analysis, statistical modelling, sampling techniques and experimental design. In collaboration with F2SCDI's Leadership Team, Pavel designed and analyzed the findings of the 24-hour food recall study.

### From the Funder's Perspective: Different Ways to Think about Assessing Impact

In response to the common evaluation questions held by the non-profit funder and philanthropist audience (eg how much social impact is happening as a result of my grant/donation?), this presentation addresses how evaluation can unfortunately amplify the unbalanced funder/grant-recipient power dynamic. The presentation will offer alternative approaches for evaluating impact that do not contribute to this power dynamic, but rather challenge it. Using case studies from different funder types (including corporate social responsibility arms of Vancouver-based socially-conscious businesses, foundations, and others), we explore ways funders can use evaluation to improve the way they engage with the ecosystem around their social challenge of focus.

**Meagan Sutton** currently works at Social Venture Partners Vancouver, where she is responsible for working directly with non-profits and philanthropists on social impact evaluation capacity building. Prior to her role at SVP, Meagan was based in Nairobi, Kenya working as a Regional Senior Manager at Living Goods — a social enterprise focused on reducing childhood mortality in rural Kenya and Uganda.

### Growing Your Evaluation Practice: The How, What, and Why for Incorporating Arts-Based Methods into Your Toolbox

Arts-based methods provide evaluators with new ways to collect, analyze and share data. Arts-based methods are incredibly accessible as they do not require specialized training to deeply understand or share complex ideas. As such, these methods create new opportunities for studying impact and doing meaningful community engagement. Arts-based methods also generate outputs for effective knowledge translation. Finally, traditional data collection methods disproportionately benefit evaluators and funders. Art-based approaches provide positive benefits for those creating and experiencing the art. They therefore offer pathways for more reciprocal evaluations. Currently, arts-based methods are underutilized in evaluation. In this presentation, I will facilitate three mini-lessons for individuals to gain practical skills in using arts-based methods. I will also share resources for additional learning and strategies to convince clients about the effectiveness of these approaches. I hope this talk will inspire you to integrate arts-based approaches into your evaluation toolbox.

**Jennica Nichols** is a Ph.D. Candidate at UBC, with interests in health equity, reciprocal research, teaching evaluative thinking, implementation science, and research-based theatre. She holds a Master in Public Health (Epidemiology, Global Health) from the University of Toronto (2012) and the Credentialed Evaluator designation from CES (2015).

### Human-Centered Design in Place Based Evaluation

United Way of the Lower Mainland's new mission to ignite the desire in everyone to improve the community they call home resulted in the development of 10 Neighborhood projects to combat social isolation. To understand the impact of this innovative work, we set forth to design an evaluation framework using the principles of human-centered design to align with the implementation framework. Using our first few projects as case study we will share how Human-Centered Design played into philosophical and methodological decision on the ground, how we engaged both staff and residents, and the sacrifices we had to make in service to staying true to the philosophical underpinnings.

**Ivy Staker** is a social science nerd fascinated by human lives and the unseen patterns and systems that influence us. She uses her background in anthropology and ethnographic research to listen and connect deeply around diverse lived experiences, using the insights gleaned from authentic community engagement to co-create and design innovative responses to community-identified issues.

**Maggie Karpilovski** has been involved in evaluation for 10 years across different industries from technology to K-12 education with a lens on strategically embedding evaluation to advance organizational operations. She currently applies her skills and knowledge at United Way of the Lower Mainland where she is developing an evaluation-driven culture to align with the changing strategic priorities.

**Cindy Shi** (no bio)

## Krazy Glue Messaging: Making Your Findings Stick

Evaluators have many items in their toolbox, but what about Krazy Glue? How well do your findings stick in the minds of key decision makers? The length of time between when a stakeholder first reads our recommendations and when they can actually implement them can be months or even years. Unfortunately, we often only get one chance to communicate our results. We need to ensure that when the time for action does come, managers are able to recall our major findings and recommendations so they can implement program or policy change. In this session learn practical techniques for distilling key messages from your findings and how to craft them to be extra sticky.

**Kylie Hutchinson** is an independent evaluator and author of two books on evaluation: *A Short Primer on Innovative Evaluation Reporting and Evaluation Failures: 22 Tales of Mistakes Made and Lessons Learned* plus one guidebook on program sustainability planning. Her passion is creating practical resources for evaluators working in the trenches.

## (The) Outcome Mapping Journey: Developing Progress Markers

Progress Markers are central to the Outcome Mapping methodology and are intended to be developed in collaboration with your project or program partners. Come and learn about the experience of developing Progress Markers for a project seeking to engage people with lived and living experience of substance use in the planning and implementation of harm reduction services across BC. Share your practice stories and explore what Outcome Mapping might mean in the context of your work.

**Sally Maguet** is the owner and principle consultant for Context Evaluation Consulting in Vancouver, BC. She has designed, implemented and reported on evaluations of complex, system-oriented initiatives in a variety of health programs and services including Mental Health and Substance Use, Harm Reduction, Indigenous and Environmental Health.

## Participatory Self-Study of Impact

One of the most powerful and productive ways to approach evaluation is through participatory, self-studies of impact. Building the capacity of agencies to design and implement a credible self-evaluation, however, is a daunting task. People with no experience make common mistakes. People who are not focused on evaluation tend to misplace it in their workload. People who are buried in their outputs have difficulty shifting their focus to outcomes. Developing organizational capability and culture for the learning of evaluation requires a skillful approach. In this session, the presenters will bring lessons learned from capacity-building in evaluation with over 400 organizations over the past 10 years. Using a case study of a cohort of seven Community Schools in the Lower Mainland of British Columbia as a case-in-point, this session will explore the challenges to overcome, roadmap to the journey, critical catalysts that build and sustain momentum, principles to keep it at the right level of rigor, and other hints to capacity-building.

**Steve Patty** has over 20 years of experience working in the fields of leadership and evaluation. With a Ph.D. in educational studies he currently leads Dialogues in Action, a firm dedicated to helping leaders rethink the development of people. Dr. Patty has trained thousands of leaders in evaluation and leadership strategy throughout North America and Europe.

**Maggie Karpilovski** has been involved in evaluation for 10 years across different industries from technology to K-12 education with a lens on strategically embedding evaluation to advance organizational operations. She currently applies her skills and knowledge at United Way of the Lower Mainland where she is developing an evaluation-driven culture to align with the changing strategic priorities

## Real-time data visualization for developmental evaluation

The emergence and convergence of new analytical technologies is poised to have profound implications for the ability of evaluators to provide real-time data visualization and reporting.

In this hands-on workshop, participants will step into the future and generate data in real time to make the move from the traditional static data + static visualization paradigm to a new world of dynamic data + dynamic visualization.

Cell phone and web-based technologies will be demonstrated at the workshop to provide an experimental example of how real-time visualization can be applied to developmental evaluation.

**Paul Kishchuk, MA (Economics)**, CE founded Vector Research, an independent economic research consultancy, in Whitehorse in 1999. Paul applies a place-based lens, developed through completion of more than 250 research and evaluation projects, to all of his Yukon evaluation assignments. Paul is President of the Yukon Chapter of CES.

## Scaling-up and evaluation of a multi-component provincial initiative targeting early years providers: challenges and lessons learned

Appetite to Play ([appetitoplay.com](http://appetitoplay.com)) is a provincial initiative that offers evidence-based resources and training to early years providers (e.g. early childhood educators) to promote physical literacy and healthy eating among children 0-5 years old. This initiative, led by a partnership of five organizations, has multiple components (frequently updated web resource, training, community of practice, stakeholder engagement and marketing), resulting in the training of over 3,000 early years providers in the province and beyond.

In this presentation, we will discuss how we used a diversity of data sources and mixed methods to monitor and evaluate the scale-up of this large provincial public health intervention as it evolved during implementation. We also aimed to measure aspects such as reach and effectiveness and to learn about the successes and challenges of each of the initiative's components so that we could plan for its sustainability beyond ministry funding.

**Kasra Hassani** is a research associate at Child Health BC, supporting the organization in research and evaluation for its provincial initiatives. Before joining Child Health BC, he facilitated several health services research and evaluation projects at Fraser Health, Providence Health Care, and UBC Centre for Health Services and Policy Research.

## Tools and Approaches for Principles-Focused, Developmental Evaluation: Lessons from Three Cases (Panel)

### Stream: Innovation, methods and tools for developmental evaluation

**Supporting statement:** Principles-focused and developmental evaluation approaches are gaining increasing interest in mental health, substance use, and integrated care services, particularly those located within complex adaptive systems. In this panel-style presentation, we will share examples from three developmental, principles-focused evaluations lead by our team at the Centre for Health Evaluation and Outcome Sciences. Each will offer an overview of how principles-focused developmental evaluation approaches were applied in the case under discussion, and highlight practical tools, specific strategies, and lessons learned. Together, we will also identify some of the benefits and challenges of applying principles-focused approaches within developmental evaluation contexts, linked to CES evaluator competencies in reflective practice, technical practice, and situational practice. Abstracts for each short presentation are listed below.

#### Abstract Content:

#### **Presentation 1: Foundry: Using Principles-Focused, Developmental Evaluation to Support Care Transformation for Young British Columbians**

**Presenter:** Mai Berger

**Abstract:** Foundry is a provincial initiative aiming to improve access to mental health and social services for young British Columbians aged 12 to 24 and their families. To support the early implementation and adaptive development of its unique service delivery model, Foundry has commissioned an evaluation that attends to the complex environment in which Foundry operates and enables course corrections before the initiative has been fully consolidated. Using two Foundry projects as an example, this presentation will demonstrate how principles-focused, developmental evaluation offers an evaluation framework that is able to navigate the uncertainties and emerging challenges that arise when implementing change in complex and dynamic environments. In addition, methods for data collection using "Toolbox" and processes for iterative data reviews will be described.

#### **Presentation 2: Inpatient Psychiatry Redevelopment: A Principles-Focused Evaluation**

**Presenter:** Amy Salmon

**Abstract:** This principles-focused evaluation (P-FE) of an inpatient psychiatry program was part of a pilot project with St. Paul's Hospital Redevelopment. The purpose of the pilot was to trial an integrated method that utilized a principles-focused evaluation approach along with process-mapping, visioning exercises, patient and family engagement, and data analytics. The key deliverable for the inpatient psychiatry program was to produce an implementation plan, outlining the immediate, mid-term, and long-term actions required to move into the new St. Paul's Hospital. The key deliverables of the P-FE component of this Redevelopment pilot project was to: establish

hypothesis effectiveness principles through text analysis and engagement sessions (focus groups and individual interviews) (Phase 1), and provide recommended approaches to evaluating the effectiveness principles (Phase 2). Using the inpatient psychiatry Redevelopment pilot project as an example, this presentation will identify specific tools and approaches used to apply principles-focused evaluation in health care settings.

**Presentation 3: Megamorphosis**

**Presenter:** Muyi Iyamu

**Abstract:** Providence Health Care (PHC) provides long term care within five distinct care homes in Vancouver, serving diverse populations of older adults. To better meet the needs of increasingly complex residents, PHC has embarked on a human-centered design initiative called A Home for Us that requires a substantial cultural shift in the way care is provided to residents. The method of stimulating this culture shift is called Megamorphosis, and it is driven by three principles of patient-centered care. But does Megamorphosis deliver on its promise to bring about this cultural shift? Do different contexts affect the ability to achieve this goal? This presentation will overview how Outcome Mapping can be used to measure the changes in behavior, relationships, and activities of actors in residential care settings in this Principles-focused Evaluation, to improve understanding of how actors apply the principles and use appropriate tools, skills and knowledge to bring about the desired changes.

**Amy Salmon, PhD:** Amy is a Scientist and Program Head for Knowledge Translation at the Centre for Health Evaluation and Outcome Sciences, and a Clinical Assistant Professor at UBC's School of Population and Public Health.

**Muyi Iyamu, MBBS, MDICHA (Ihoghosa Iyamu):** Muyi is a research assistant at the Centre for Health Evaluation and Outcome Sciences. He has a master's degree in international cooperation and humanitarian aid from the Humanitarian Aid Studies Center - Proyecto Kalu, Almeria, Spain. He has worked program implementation and operations research for 3 years.

**Mai Berger, BSc, MSc candidate:** Mai is a research assistant at the Centre for Health Evaluation and Outcome Sciences, and an MSc student at the School of Population and Public Health, UBC.

**Saraneé Fernando, MPH (moderator):** Saraneé is a program coordinator at the Centre for Health Evaluation and Outcome Sciences with a Masters of Public Health.

Short presentations are 12 minute presentations by one or more speakers on a specific tool, idea, or experience. Short presentations on related topics are grouped into 60 minute concurrent sessions. Ten short presentations have been selected for the conference, listed here alphabetically by title.

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### Alice in QI Land: An Evaluator's Travel Log

What do the words Quality Improvement (QI) mean to you? Embarking on my journey into QI land images of top down bureaucratic directives and a punitive approach to change management were top of mind. I struck out with trepidation; but as my voyage continued my perspective changed. This presentation highlights insights that I gained along the way and valuable new tools for my toolbox. Surprisingly, QI drew heavily on my previous knowledge and skills from evaluation, public health and psychology. Tools were often a twist on those that I had used before but brought a new perspective from other industries and world views. Some examples include: Driver Diagrams, Activity Follows and Run Charts. I also encountered tensions with how QI is applied in healthcare but bumps in the road are what make a journey memorable. Based on my trip I've made a new home in QI land, visitors are welcome!

**Rachel Douglas** is a Quality Improvement Consultant with the Fraser Health Authority. She has over 15 years of experience working in the health sector as a Researcher, Program Evaluator, Policy Analyst and Program Coordinator. She has a Master's in Public Health and is currently completing her Lean Six Sigma Black Belt.

### Applied Learning from Evaluation Failures

Kylie Hutchinson's book *Evaluation Failures* was published by Sage Books in 2018 and released to wide acclaim in the evaluation community. Reflection on the 22 stories and lessons learned in each which Hutchinson included in the book inspired the presenter to create tools to facilitate the application of those lessons to practice. In this short presentation, Sandra Sellick will situate her favourite tool created for this purpose in the context of the stories told, provide print and electronic copies for participants attending the session, and use either a fishbowl method involving volunteer attendees to demonstrate its utility or an interactive component to close.

**Sandra Sellick, EdD, CE**, is an evaluation consultant and associate faculty for Royal Roads University. As a CES member, she has volunteered as BC Interior coordinator, 2010 national conference co-chair, CESBC member at large, 2017 national conference program co-chair, National Board member, JCSEE rep, and book reviewer for the CJPE.

### Capitalizing on Insights: Streamlining Evaluation Practices

The CST Evaluation Team is working on a multi-site, multi-year evaluation of a phased implementation of an electronic health record in hospitals and other health care facilities in three large health organizations. The phased nature of the project has allowed us to garner insights on a variety of aspects of our work, including data management, report design, and intra-team communication in a fast paced environment. The presenters will provide before and after examples, illustrating what we have learned from our experiences about what works, and what doesn't, when working in a team environment, managing a large dataset collected over an extended period of time, and producing reports for a broad array of stakeholders.

**M. Elizabeth Snow, PhD, MBA, CE** is the Head of Program Evaluation at the Centre for Health Evaluation & Outcome Sciences (CHÉOS) and is leading the evaluation of the Clinical & Systems Transformation Project in Vancouver. She is the president of the Canadian Evaluation Society BC Chapter and a Credential Evaluator

**Abdul Kadernani, MHA** is an Evaluation Specialist at the Clinical and Systems Transformation Project in BC. He received his master's degree in health administration from the University of British Columbia. He is interested in evaluation of health systems and using data to improve decision making in healthcare.

**Sumaiya Khan, MPH** has a Master of Public Health from Drexel University. She is an Evaluation Specialist at Providence Health Care and currently working on the evaluation of British Columbia's Clinical and Systems Transformation Project.

**Yin Yu Lam, MHI** has a Master of Health Informatics from University of Michigan. She is an Evaluation Specialist at Providence Health Care and currently working on the evaluation of British Columbia's Clinical and Systems Transformation Project.

**Shadi Mahmoodi, MPH** has a Master of Public Health from Simon Fraser University. She is an Evaluation Specialist at Providence Health Care and currently working on the evaluation of British Columbia's Clinical and Systems Transformation Project.

**Sheila Matano, MPH** is an Evaluation Specialist at the Clinical and Systems Transformation Project in BC. She specializes in working in complex evaluation environments, and has worked with several organizations internationally to help them improve their program activities and outcomes. Sheila also serves on the Eastern Evaluation Research Society board.

**Kristina Vaculik, MPH** is an Evaluation Specialist at Providence Health Care for British Columbia's Clinical and Systems Transformation Project. She recently earned a Master of Public Health at the University of British Columbia.

**Monika Viktorin** is an Evaluation Specialist at the Clinical and Systems Transformation Project in BC. Monika has experience in evaluating governance structures and primary health care outreach teams in South Africa, the MD Undergraduate Program at the University of British Columbia, and education programs for rural physicians and surgeons.

**Sandra Wu, MPH** has a Master of Public Health from Simon Fraser University. She is an Evaluation Specialist at Providence Health Care and currently working on the evaluation of British Columbia's Clinical and Systems Transformation Project.

**James Young** is currently completing his Master of Public Health at Simon Fraser University. He is a Junior Evaluation Analyst at the Clinical and Systems Transformation Project in BC.

### Engaging Evaluation; A Facilitative Approach to Inquiry & Inclusion

Sit around the campfire and listen to a scary evaluation story. Reflect on your own experience and share your thoughts. What would you do in this story? What does a facilitative role look like for an evaluator? What could be the evaluator's role in engagement in this kind of story? What do we mean by engagement and to what end? What facilitation skills do we need to support inquiry (development of program theory, data collection, analysis, etc.) and inclusion (equity and inclusion of evaluation stakeholders, actors and those impacted, etc.)? Grapple together with how to manage scope while being true to your values.

Leave the campfire inspired to use your facilitation skills to improve your evaluation practice.

**Sarah Farina, CE**, is the founder of Broadleaf Consulting, where she leads planning processes, creates evaluation frameworks, and conducts evaluations. She is driven by her passion for inclusive and authentic approaches to build better communities and systems. Sarah serves as the President of the Canadian Evaluation Society.

### Evaluating Modular Supportive Housing in British Columbia

The Government of British Columbia announced the Rapid Response to Homelessness program in 2017 as an immediate response to homelessness across the province. The Province committed to build 2,000 modular supportive housing units for people who are homeless or at risk of homelessness and to provide staffing and support services for residents. Many of these units have opened in communities across the province, providing much needed housing to those without a home.

Join BC Housing to learn about how we measured the impact of this supportive housing, including outcomes for residents and surrounding communities. Learn what evaluation tools were used to gain insight from communities, non-profit housing operators, and residents, and what challenges we encountered along the way.

**Leigh Grenius** has worked with BC Housing in a variety of roles since 2010. She joined the research team in 2015 and has been involved in demographic research, social return on investment studies, and corporate sustainability reporting. She holds a master's degree in Strategic Leadership Towards Sustainability.

### Methodology Comparison and Challenges - Evaluating the Impacts of Non-Market Housing on Surrounding Residential Property Values

Impacts to residential property values are often cited by neighbours as a concern regarding non-market housing in their communities. BC Housing and other organizations have engaged in research to evaluate the impacts of non-market housing on surrounding residential property values. This presentation will share the various methods BC Housing has used to evaluate the impacts of non-market housing on surrounding property values, challenges we

encountered in this research, and how BC Housing's methods compare to other research on this topic. This presentation will also share how research findings from this evaluation are being used in our work.

**Rebecca Siggner**, Manager, Research at BC Housing, joined BC Housing in 2009. She conducts quantitative and qualitative research projects to help inform decision-making and planning at BC Housing. Particular areas of interest include demographic research and conducting lessons learned studies to improve program outcomes.

### Online project management tool offers engaging evaluation opportunity

For grant-funded initiatives, completing progress reporting and participating in evaluation activities can be time-consuming and repetitive. For evaluation of the BC Physical Activity Strategy, I worked with the funding organization to create a combined opportunity for initiative-leads to report on implementation of initiatives while participating in evaluation activities at regular intervals. Through Freedcamp, a free, online project management platform, I helped organizations set up team project sites, and identify tasks to report on for implementation (process) updates. Using the Discussions section within project sites, I invited participation in evaluation discussions semiyearly, corresponding to task updates. Use of this platform across seven large initiatives brought efficiency and consistency to progress reporting and evaluation participation, and promoted data sharing across the two activities. Organizations naturally participated in progress reporting within their funding agreements, and tying it with evaluation in Freedcamp resulted in increased engagement through a fun and user-friendly online platform..

**Kerry MacKelvie** owns Stride Consulting, and enjoys helping organizations plan and evaluate healthy living programs and initiatives that will lead to healthier communities. With a PhD in Human Kinetics and an active lifestyle, Kerry guides from a place of experience and excitement about our health potential

### Strengthening community partnership through evaluation of the TB High Incidence strategy at Northern Saskatchewan

In Saskatchewan, the burden of tuberculosis (TB) disproportionately affects First Nation people living on-reserve. There are 70 First Nations in Saskatchewan with a population of 75,165 people. To address TB burden, the TB High Incidence Strategy (TBHIS) was developed in collaboration with community leadership. We conducted an evaluation to assess the effectiveness of the TBHIS implemented from 2013 to 2016 to lower the incidence of TB. In this session, we will share: lessons learned regarding engaging community members in our evaluation process from planning and data collection to analysis and sharing the findings, our strategy to electronically survey 600 people in remote communities with limited internet access, and how the community engagement process further shaped our recommendations to address the needs of the population in regards to the TB program..

**Shadi Mahmoodi** has a Master of Public Health from Simon Fraser University. She is an Evaluation Specialist at Providence Health Care working on the Clinical and Systems Transformation Project. Previously, Shadi worked as a Public Health Officer at Northern Inter-Tribal Health Authority where she collaborated in evaluating the TB High Incidence Strategy.

**Sheila Hourigan** is a registered nurse with a Bachelor of Science in Nursing. She has worked with remote northern First Nations in Saskatchewan for more than 35 years and with the Northern Inter-Tribal TB program for over 20 years. She recently joined TB Services of the First Nation Health Authority of British Columbia.

**Dr. Nnamdi Ndubuka** is Medical Health Officer with the Northern Inter-Tribal Health Authority, Prince Albert and an Assistant Professor of Community Health and Epidemiology, University of Saskatchewan. He obtained his medical degree from the Nnamdi Azikiwe University, Nigeria and a PhD from University of South Africa focusing on Health-related quality of life.

### Strategies for culturally-responsive health program evaluation within Indigenous contexts: An overview and application (Two presentations)

This presentation will introduce an innovative framework for culturally-responsive evaluation within Indigenous contexts and examine how the framework has been applied in a real-world evaluation. I begin with a brief overview of Chris Macklin's use of Two-Eyed Seeing as a guiding principle to integrate Indigenous forms of expertise and knowledge into the CDC Framework for Program Evaluation in Public Health. Subsequently, I share insights about my experience applying the adapted framework to conduct an evaluation of a major Indigenous health initiative at

Interior Health. In the process of re-learning to “see with two eyes” – one on Western biomedical theories/methodologies and another on Indigenous ways of knowing and conceptualizations of wellness – I illustrate how meaningfully practicing cultural responsiveness can enhance the evaluation process as a whole.

**Julie Zhang (presenter)** is a Master of Public Health candidate at the University of British Columbia. As an Evaluation Analyst at Interior Health, her portfolio has included evaluation projects such as the Aboriginal Mental Wellness Plan, the Aboriginal Overdose Response, and the MyHealthPortal online patient health tool.

**Chris Macklin (author, not presenting)**, a proud member of the Métis Nation of BC, was born and raised in Kelowna. Chris completed his Master of Public Health at Simon Fraser University in 2018 and has long been committed to developing, implementing and evaluating health programs which are Indigenous-led and culture- based.

### Tips on delivering bad news

Presenting negative findings is challenging. You want to be able to present them in a way that will support decision making and not have them contested, dismissed, or negate the entire evaluation or your competency. In this presentation, I will share ten ways to support the delivery of bad news. The tips are based on a review of the communications and evaluation literatures and personal experience. Because the evaluation literature offers very little practice assistance with this, the session will leave time for audience members to share strategies that have worked for them.

**Marla Steinberg** is a professional evaluator living and working in Vancouver British Columbia. For over twenty-five years she has been helping funders, foundations, governments, community-based organizations and practitioners increase their evaluation skills, measure their impact, and find ways to improve their programming.

Posters share insights and information about a topic in an engaging graphic format. Posters will be displayed in a common, central area throughout the conference. Presenters will discuss and answer questions about their poster during the scheduled poster session. Five posters will be presented at the conference.

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### The Challenge of Developing Constructs when Evaluating Programs for Vulnerable Populations

How evaluators view the world often affects the processes and approaches they take in their professional work. When the program's clients are from a vulnerable population, even with the best intent, evaluators may not fully grasp the clients' experiences, knowledge, and values. Constructs are most commonly used to create theories of human experiences and to develop models of variables that interrelate. The term construct in this presentation will refer to and include concepts, experiences, and definitions, and clarifying these as they relate to a program's clients, may be a useful research tool. In evaluation, constructs can be used for: developing logic models, creating a research plan, and to writing well constructed questions that accurately measure the experiences of vulnerable client groups.

**Jan Leung** is a second year graduate student at UBC's Measurement Evaluation and Research Methodology program. She is passionate about helping non-profit organization use their data and to start to develop or improve their internal evaluation processes and systems

### How does health research inform decision making? Our experience adapting a new Canadian framework to our context in British Columbia

BC's health research funding agency, the Michael Smith foundation for Health Research (MSFHR), has developed a new funding program that supports the implementation of evidence-based interventions that will improve the quality and effectiveness of health care. The program supports collaboration between researchers, research users, health system decision-makers, and research trainees to study the implementation of a health, health system, or health care intervention that addresses BC's health system priorities. We wanted to examine how the program is building capacity for implementation science in BC, and to understand how the program contributes to health care policy and practice. This involved embedding a newly developed pan-Canadian framework into our evaluation plan of the program. In this presentation, we will describe how we adapted the Canadian Health Services and Policy Research Alliance (CHSPRA) Informing Decision-Making Impact framework to complement the evaluation of the program, share our learnings, and share early findings.

**Amanda Paleologou** is the Research and Evaluation Specialist at the Michael Smith Foundation for Health Research (MSFHR). Amanda is responsible for supporting the implementation of MSFHR's organizational evaluation and impact analysis strategy. Amanda leads and supports evaluations, analyses, and research projects on MSFHR's impact as a health research funder.

**Julia Langton** is the Manager, Evaluation & Impact Analysis at the Michael Smith Foundation for Health Research (MSFHR). Julia is responsible for implementing MSFHR's organization evaluation and impact analysis strategy. Julia is an experienced health services researcher and has worked in the academic and government sectors in both Australia and Canada

### Clearing up the murkiness surrounding audit, monitoring, evaluation, research, and quality improvement

There are many commonly used approaches to assessing initiatives, such as audit, monitoring, evaluation, research, and quality improvement. Unfortunately, these approaches are often conflated, both in the literature and in practice. Absence of a common understanding of these approaches leads to confusion and duplication of efforts. We created a framework highlighting distinctive features of the approaches, and where they overlap, to foster more comprehensive understanding of the approaches and how they can be leveraged to provide value.

This poster clarifies each approach's potential to provide value to organizations while drawing on our experience during the implementation of an electronic health record at Lions Gate and Squamish General Hospitals. We illustrate how the framework helped clarify roles and develop relationships with Decision Support, Quality, and Clinical Informatics to monitor the progress of the implementation, support quality improvement in how the system was implemented, and gather rich data for the evaluation.

**M. Elizabeth Snow, PhD, MBA, CE** is the Head of Program Evaluation at the Centre for Health Evaluation & Outcome Sciences (CHÉOS) and is leading the evaluation of the Clinical & Systems Transformation Project in Vancouver. She is the president of the Canadian Evaluation Society BC Chapter and a Credential Evaluator.

**Joyce Cheng, MSc** is a Health Systems Planning Advisor at Vancouver Coastal. She received her MSc in Health Information Science from the University of Victoria with the focus of her research on learning from incidents of technology-induced errors for a sustainable healthcare system.

**Dr. Alec Balasescu** is an anthropologist by training. He previously worked in public administration, private domains, and academia in 6 different countries (Europe and the Middle East). He is interested in human machine interaction in complex contexts. Alec is also adjunct professor in Urban Studies at Simon Fraser University.

**Abdul Kadernani, MHA** is an Evaluation Specialist working at Clinical and Systems Transformation Project in BC. He received his master's degree in health administration from the University of British Columbia. He is interested in evaluation of health systems and using data to improve decision making in healthcare.

**Stephanie Parent, MPH** is an Evaluation Specialist working at Clinical and Systems Transformation Project in BC. She received her master's degree in public health from Simon Fraser University.

### Better at Home Aboriginal Program Evaluation: Interdependence for Community Wellness

United Way of the Lower Mainland has adopted a progressive and innovative stance by becoming the first provincial funding initiative to provide non-medical supports to Elders in four First Nations across British Columbia. The importance of Elders' non-medical home supports and "aging in place" has become increasingly vital in our province. These services intend to keep Elders socially connected and living a full life in their home community.

Cultural methods including sharing circles, visiting Elders in a cultural way, feasting, opening prayer, recognizing the territory and authority of the First Nations and giveaways were also included, and the research negotiated OCAP (ownership, control, access and possession) agreements with each BH program. Other methodologies included individual interviews, group sessions, surveys and data/document reviews.

This evaluation uncovered some of the important distinctions in the Aboriginal Better at Home program that are essential to address in our collective efforts to move towards reconciliation..

**Kahir Lalji, MA, CPG** is a seasoned leader working in the Non-Profit and Civil Service sector for the last 12 years. With years of Non-profit experience under his belt, Kahir currently works as the Provincial Director of Population Health with United Way of the Lower Mainland.

**Beverley Pitman, PhD** is a member of United Way of the Lower Mainland's Population Health team holding the program portfolio for Metro Vancouver, Sea to Sky and Fraser Valley. Bev's PhD is in urban and regional planning (UCLA) and professional experience in consulting, the not-for-profit/public sectors, and academia.

**Camille J. Hannah** is the Provincial Coordinator for Healthy Aging at the United Way of the Lower Mainland. Camille has a deep history in project and operations management and many years of experience in communications with diverse stakeholder groups. She is a trusted and reliable champion of the Population Health team.

### Project Impact Healthy Aging: Proving and Improving the Impact of Programs in BC's Community-Based Seniors Service Sector

The purpose of this project is to develop the capacity of directors/staff in the community-based seniors service (or CBSS) sector to prove and improve the impact of programs. Older British Columbians are turning to programs close to home for support. BC's Ministry of Health is encouraging older adults to age in place and supporting both the development of the sector and its capacity to conduct meaningful program evaluations.

In 2018, United Way of the Lower Mainland partnered with Dialogues in Action to offer a developmental evaluation course: Project Impact Healthy Aging (PIHA). Ten organizations in the CBSS sector participated in the graduate-level course from October 2018 to June 2019. The teams engaged in 2-day intensive sessions alternating with on-line coaching. With DIA's unique approach to identifying program impacts and in-depth interview design based on Dr. Patty's 'Heart Triangle', students learned how to prove and improve the impacts of their programs.

**Camille J. Hannah** is the Provincial Coordinator for Healthy Aging at the United Way of the Lower Mainland. Camille has a deep history in project and operations management and many years of experience in communications with diverse stakeholder groups. She is a trusted and reliable champion of the Population Health team.