

Benefits and Uses of Qualitative Evaluation

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Faculty

**Ellen Jones, PhD
Executive Director**

**Glenda Crump, MS, CPM
Chief Operations Officer**

Mississippi Public Health Institute

Why Use Qualitative Methods for Evaluation?

- **Assess**
- **Listen**
- **Learn**

Why Use Qualitative Methods for Evaluation?

- **Assess attitudes, preferences, priorities, concerns, motivations of target population groups, communities**
 - **Unheard voices**
 - **Stakeholder buy - in**
 - **Identify assets, needs**

Why Use Qualitative Methods for Evaluation?

- **Listen to gut reactions**
- **Listen for “why” and “how”**
- **Learn unanticipated results**
- **Learn strategies to reach underserved**

WIC Observations

- **Rich, detailed analysis of one program, system or policy action**
- **Two observers**
- **Observation form to understand what happened, why and with what result**
- **Not necessarily representative**
- **To understand and replicate success stories**

Focus Group Example: Local Policy Leaders in Mississippi

- Skilled facilitators
- Two note takers
- Anonymous
- Confidential
- Explain use of data
- Level playing field
- Report results back to group

Benefits of Using Qualitative Methods in These Examples

- Through WIC observations we were able to:
 - Assess staff fidelity to WIC protocol
 - Assess client interactions and reactions
 - Identify ways to improve program that we could not have learned in a survey

Benefits of Using Qualitative Methods in These Examples

- Policy leader focus groups:
 - One person's ideas generated more ideas
 - Gaged political will
 - Noted reactions to ideas
 - Got more information than could have otherwise

Resources for Qualitative Evaluation

- CDC Framework for Program Evaluation:
 - <http://www.cdc.gov/eval/framework/index.htm>
- Community Toolbox:
 - <http://ctb.ku.edu>

Resources for Qualitative Evaluation

- UNC Program Evaluation Resource Center:
 - <http://erm.uncg.edu/oaers/methodology-resources/program-evaluation/>
- Online EBPH Modules (including economic, quantitative, and qualitative evaluation):
 - <http://www.adph.org/alphnt/>

Resources for Qualitative Evaluation

- Authors to look for:
 - Corbin and Strauss (2014)
 - John Creswell (2013)
 - Miles and Huberman (2013)