



SYNC 2.0 LEARNING LAB:

Telling Compelling Stories of Hope & Healing



National Compadres Network
Training and Evaluation

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Learning Objectives

By the end of this module, participants will be able to:

- **Clarify basic evaluation concepts**
- **Help participants see the value of evaluation in their work**
- **Motivate participants to collect and use multiple forms of information**
- **Link evaluation to organizational sustainability**
- **Leverage community strengths and expertise in evaluation**

Should you have questions throughout the session:

- **Post your question in the chat so we can facilitate a Q&A**



Opening Thoughts on Storytelling

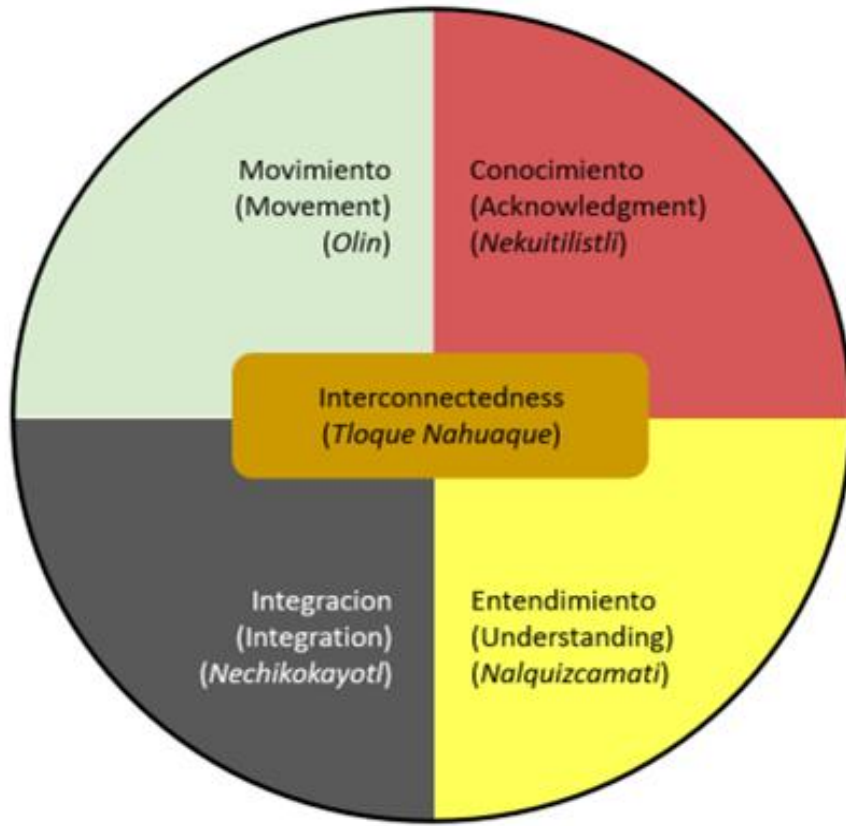
**“Science is wonderfully equipped to answer the question ‘how?’
but it gets terribly confused when you ask the question ‘why?’”**

Erwin Chargaff

Science is one way of knowing as old as humankind

- Science was not invented in Western Europe
- Objectivity is an ideal, we can only get close
- Current version of science is negatively biased
- Nobody likes to be evaluated – tension between service delivery (confidence) and assessment (question, doubt)





From Respect to Integration: A Team Approach to Service & Research

Creating a culture of:

- **Doing,**
- **Documenting,**
- **Sharing,**
- **Learning**



From Evidence-Based Medical Practice to Public Health and Social Services

- Define answerable questions
- Find the best evidence to answer the questions
- Critically appraise evidence for validity
- Integrate appraisal with clinical experience and expertise
- Evaluate your performance

“The appeal to the authority of evidence that characterizes evidence-based practices does not increase objectivity but rather obscures the subjective elements that inescapably enter all forms of human inquiry”

Goldenberg, Maya, (2006) On evidence and evidence-based medicine: Social Science and Medicine, Vol. 62, issue 11, pgs. 2621-2632

Sackett, David L. (1997) Evidence-based medicine, Seminars in Perinatology, Volume 21, Issue 1, 1997, Pages 3-5,



Evaluation Defined



Story + Evidence = Evaluation



Six Types of Impact Stories (Details [here](#))



Health & Well-Being Stories

The health or environmental consequences



Community Support Stories

The public acceptability and feasibility of a policy or program



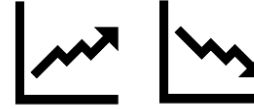
Money-Saving Stories

The economic impact of a policy or program



Policy & Legal Compliance Stories

The legal and constitutional implications



Community Change Stories

The long term, unintended implications



Stories of Healing & Hope

How to build hope, relationships and cultural restoration that the other five types often miss



Story Type 1: Health & Well-being Stories

- **Definition:** Show how your program helps people feel safer, healthier, or less stressed
- **Collection Method:** Simple pre-post questionnaires, safety perception scales



Health & Well-Being Stories

The health or
environmental
consequences



Story Type 2: Community Support Stories

- **Definition:** Show that people actually want and use your program
- **Collection Method:** Sign-in sheets, feedback forms, stakeholder interviews



Community Support Stories

The public
acceptability
and feasibility
of a policy
or program



Story Type 3: Money-Saving Stories

- **Definition:** Show the economic benefits of your work
- **Collection Method:** Expense tracking, service usage counts, before-after comparisons



Money-Saving Stories

The economic
impact of a policy
or program



Story Type 4: Policy & Legal Compliance Stories

- **Definition:** Show how your program meets standards and aligns with official policies
- **Collection Method:** Demographic tracking, program records, compliance checklists
- **Resource:** [Link to "OJJDP Model Programs Guide"](#) - Shows standards for program compliance



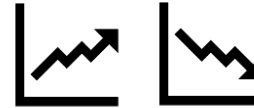
Policy & Legal Compliance Stories

The legal and
constitutional
implications



Story Type 5: Community Change Stories

- **Definition:** Show the bigger picture of neighborhood impact
- **Collection Method:** Community mapping, incident tracking, before-after neighborhood assessments
- **Resource:** [Link to "Cure Violence Impact"](#) - Shows neighborhood-level changes tracking



**Community
Change
Stories**

The long term,
unintended
implications



Story Type 6: Stories of Healing/Hope

- **Definition:** Show how your program builds hope and restoration
- **Collection Method:** Healing circles, relationship mapping, celebration documentation



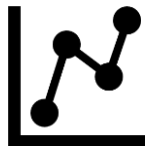
Stories of Healing & Hope

How to build hope,
relationships and
cultural restoration
that the other five
types often miss



Types of Evidence

Resource: [Link to "CDC Approach to Program Evaluation"](#) - Shows templates for both types of evidence



- **Quantitative Evidence (Numbers):**

- Incident counts
- Participation numbers
- Survey ratings



- **Qualitative Evidence (Descriptions):**

- Testimonials
- Observations
- Case stories



Three Ways to Collect Evidence



Counting: Tracking numbers

- **Example:** Simple Tally Sheet Template



Asking: Surveys or interviews

- **Example:** Short Survey



Observing: Documenting what you see

- **Example:** Circulo checklist



Three-Step Evaluation Plan

Resource: Link to ["Program Evaluation Toolkit"](#)



Tell WHAT Story?

Identify your most important story to tell



Prove it HOW?

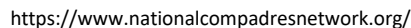
Choose 1-2 methods to collect evidence



Get Proof WHEN?

Create a simple timeline for collection





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