



*Making Connections*  
**EVALUATION**  
*Learning, Sharing, Strengthening Communities*



UNIVERSITY OF  
SOUTH FLORIDA  
COLLEGE OF BEHAVIORAL  
& COMMUNITY SCIENCES

# Making Connections: Measuring Success

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# The What, Why, How and When of Evaluation

# What is Evaluation

Generally speaking...

- Evaluation is how you check to see if you are making progress or meeting your program goals

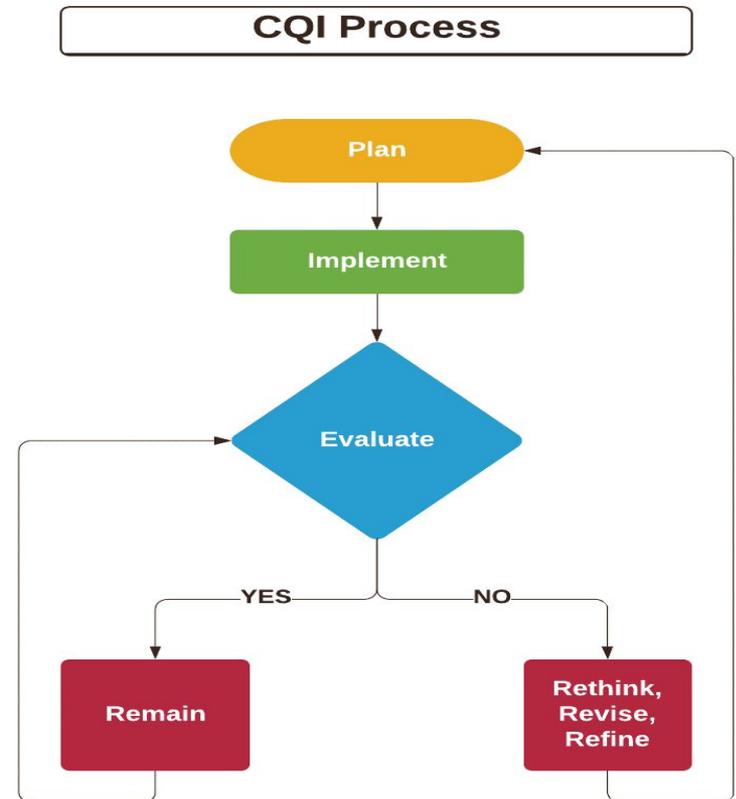
# Why Evaluate?

Because...

1. Evaluation assess progress toward meeting project goals.
2. If you don't evaluate you will likely not know if what you are doing is working
3. You will also not know *exactly* what/which activity or intervention is working the best
4. Evaluation helps identify gaps (areas you may need to address) and resources that you may not be aware that you have.
5. It can makes your program better by providing quality improvement data

# Data: Continuous Quality Improvement

- CQI can strengthen your capacity to achieve community change by:
  - Honing in on what is contributing to any observed changes
  - Understanding how those changes are impacting project goals
  - Determining whether you need to rethink, revise, refine, or remain on your current trajectory.



# How is Evaluation Done?

- There are a number of ways you can evaluate – you should choose what will be the most effective for your program and the data that you want to get. A few examples are:
  - Survey (pre-post, quarterly, etc.)
  - Focus groups
  - Case studies
  - Interviews with participants
  - Photo voice

# Data: Tell The Story

**To use the data you will need to analyze it. The resources that you have to do this should inform (and may even dictate) what method of data collection you choose.**

**Regardless of the type of data you collect or method selected for analysis, using data are fundamental components of telling the story of men's mental health. It can illuminate new/unknown information about your community and shift the narrative on mental health, on men's wellbeing, and on communities.**

# When Should Evaluation Start?

**When your program starts!!**

**By building a program evaluation upfront, your organization:**

- Makes your data usable to assess strengths, challenges and resources.
- Understands and measures progress.
- Sets the stage for planning and implementation.

# More about When to Evaluate

- Before you evaluate...
  - You should ensure that your activities are clearly laid out.
  - You should ensure that your outcomes are clearly laid out.
  - You should ensure that these two things align- meaning, your activities should be able to get to get you to the outcomes you want

One of the best ways to do this is to develop a Theory of Change.

# Theory of Change

- TOC is a statement of the beliefs and assumptions about how to create community change.
- It responds to the questions:
  - Why is there a need for change and for whom? (Population Context)
  - How will you achieve these changes? (Strategies)
  - Why do you think these activities/strategies will produce the desired changes/outcomes? (Outcomes)





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# Making Connections Evaluation

# MC Evaluation Plan

Because the goal of the MC Initiative is to ‘Improve the Mental Health and Wellbeing of Men and Boys’ ...

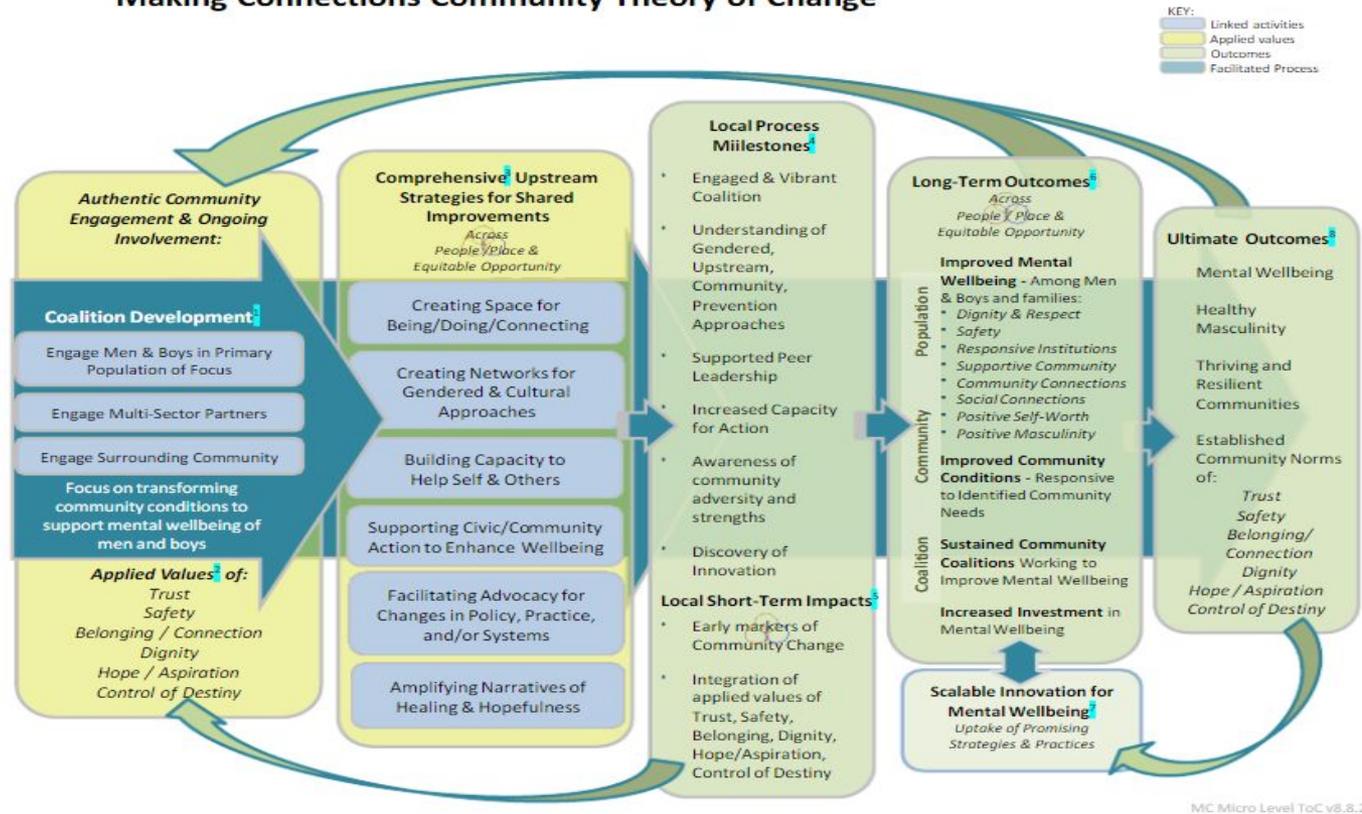
The Purpose of the National Evaluation was to : Understand how communities improve the mental health and wellbeing of men and boys.

## By answering the following (overarching questions

1. **How do communities create successful and scalable community change?**
2. **How do Making Connections grantees build community resilience?**
3. **What factors influence community engagement?**
4. **What factors influence community engagement?**

# National Theory of Change

## Making Connections Community Theory of Change



# How we decided to evaluate

As the evaluators, we did not want to define what mental wellbeing meant for the males in the different communities, so we used...

## **Concept Mapping**

To operationalize the concept of mental wellbeing for men, boys, and servicemen/veterans across the Making Connections implementation grantees.

# What is Concept Mapping

*... a structured process, focused on a topic or construct of interest, involving input from one or more participants, that produces an interpretable pictorial view (concept map) of their ideas and concepts and how these are interrelated.*

# Our Concept Mapping Process

1. Developed initial concept for ‘pillars’ of wellbeing based on planning year findings at meeting of PI and USF (September 2016)
2. Generated statements about mental wellbeing from grantee surveys and telephone brainstorming (March-April 2017)
3. Final statement set: 96 statements (June 2017)
4. CM sorting completed by 90 participants: 83 grantees, 6 PI, 1 Movember (June-July 2017)
5. Reduced CM statements from 96 to 33 via consensus and grantee input (August – January 2018)

# The Mental Well Being Inventory



- MWBI is a 33-item survey based on the results of a concept mapping activity with community stakeholders.
- Purpose of MWBI:
  - To assess impacts of the local Making Connections projects at the individual and community level.
  - To help assess the impact of the Initiative overall
  - To assess changes in community impact over time

# The Mental Well Being Inventory

- Results indicated that 8 concepts were foundational to the mental wellbeing of men and boys:
  - Dignity and Respect
  - Safety
  - Institutional Relationships
  - Role of Community
  - Community Connections
  - Social Connection
  - Positive Self-Worth
  - Positive Masculinity



# The Mental Well Being Inventory

- MWBI is designed to be administered at each grantee site.
- Who completes the MWBI?
  - Population of Focus Versions
    - Original, Youth, Veteran, Non-gendered, LGBTQ
  - Community Versions
    - Original, Veteran

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
I feel respected where I live, work, or go to school.					
I am treated with honesty.					
My cultural beliefs and values are respected.					
I am treated with dignity even when I have a problem and need help.					
I have a safe place to meet or hang out.					
My neighborhood is viewed positively.					
I feel safe and secure in my neighborhood.					
I feel safe in my personal and family life.					
Service providers understand the effects of trauma on mental wellbeing.					

Questions are the same/similar for each versions, but the prompt are different

- The MWBI can be completed electronically or by hard-copy.

# Evaluation Findings

## **Notable trends and findings include:**

- Of the three surveys types (Adult Population of Focus, Youth Population of Focus, and Community), overall the Adult Population of Focus has the highest percentages of positive responses and the lowest percentages of “not sure” and negative responses.
- The item “The/my neighborhood is viewed positively/People around me view my neighborhood in a good way,” has had the most negative responses.
- Respondents completing both the Adult and Youth Population of Focus versions of the MWBI tended to respond positively to most items, as well as shared similar disagreements.

# Evaluation Findings

## Notable trends and findings also include:

- There were racial and geographic differences across the different surveys in how some questions were answered.
- Community members were more likely to have more negative responses than the population of focus.

	<b>Community (Favorable)</b>	<b>Community (Less Favorable)</b>
<b>Population of Focus (Favorable)</b>	Men and boys feel proud of their culture	Men and boys are treated with dignity even when they have a problem and need help
<b>Population of Focus (Less Favorable)</b>	*There was no item where PoF respondents indicated low levels of agreement and Community respondents indicated high levels of agreement.	Service providers understand the effects of trauma on mental wellbeing

# Want more information?

- Contact Roxann McNeish [mcneish@usf.edu](mailto:mcneish@usf.edu)