What funders and sponsors can do to ensure that programmes are developed and delivered to enable meaningful evaluation and inform future investment
The Commissioning Cycle

Plan

Procure

Monitor & Manage

Learn and Revise
Commissioning Principles

1. Focus everything on the needs of people / patients / service users

2. Spend money wisely to secure effective & efficient services

3. Commission evidence-based interventions

4. Commission collaboratively with partner agencies
Excellent Commissioners:

1. Collaborate with organizations that share the same goals
2. Share intelligence with partners
3. Encourage input from communities to design, deliver, and evaluate interventions
4. Specify SMART behavioural outcomes
5. Use audiences information to shape the intervention
6. Hold suppliers to account for delivering to agreed levels of quality, value, and impact
3 Step Outcome Focused Budgeting

- Scoping Budget
- Development Budget
- Implementation Budget

- Development Plan
- Full Business Plan
Writing a brief

1. Context and rationale for the intervention

2. Aims and objectives

3. Information on the budget

4. Details of payments schedule, bonuses, performance payments and penalties

5. Timescale, contract period, start & end date

6. Any specific requirements, e.g. cultural issues /ethical issues

7. What is expected in terms of evaluation and reporting
Assessing Agencies
Short listing potential suppliers

All the selected companies should:

1. Have sound organisational structure and financials

2. Have experience & be able to provide evidence of delivering effective Social Marketing projects

3. Have the same (Or greater) understanding of Social Marketing as your organisation

4. Meet the reporting procedures required
Managing the Agency

1. Communication; ensure the agency has the necessary information and guidance to progress the intervention

2. Confirm format and frequency of progress reports and review meetings

3. Decide who will be the points of contact

4. Agree how to manage concerns from either side
Evaluation
Started in a New Jersey prison in the 1970s brings at-risk youth to meet hardened inmates who tell them about the harsh realities of life behind bars.

Research conducted by Petrosino & the Campbell Collaboration shows that instead of turning kids away from crime they make the kids about 12 percent more likely to commit a crime.
Reviewing your investment

1. Was there quality delivery?
2. What activity was there (Outputs)?
3. What impact was there (Short term)?
4. What outcomes were there?
5. What ROI did I get?
6. Was it good value for money?
Aim

EG: Improve the uptake of chlamydia screening

Goal

EG: Nurses and Dr’s refer for testing
Young women request ‘all clear’ from partners

Objective

EG: 25% of 17-21 year olds from the target area will attend screening by the end of 2018
3 Types of Evaluation

1. Formative Evaluation

2. Process Evaluation

3. Summative Evaluation
   - Impact Evaluation
   - Outcome Evaluation
Types of Metric

Formative metrics
- Setting base lines and determining realistic SMART objectives and measurement systems

Process metrics
- Efficiency, Quality and Ethics, Cost per lead, Cost Effectiveness, Cost per change, ROI, CBA

Impact metrics
- Understanding, uptake, attitudes and short term actions

Outcome metrics
- Sustained behaviour, better health, wellbeing, environment and society, VFM
Measurement Culture

Performance

Culture
ROI and VFM

100% Effective

100% Efficient

100% Quality Compliant

Range of realistic impact

0% Effective

0% Efficient

0% Quality Compliant
Learning and continuous improvement is the major reason for identifying and using performance metrics.
The 2% Recommendation

Invest at least 2% of existing budgets in evaluation
Remember that measuring quality as well as outcomes is key.
Evaluation plan content list

1. Introduction: Rational and governance, reporting need and purpose
2. Goals, aims and objectives
3. Ethical considerations
4. Ownership: Intellectual property, sign off responsibility
5. Timetable
6. Methodology including tools used to collect data
7. Theoretical stance and models
8. How results will be analysed
9. Resources
10. Dissemination of results