Seeking Inspiration? Evaluate!

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Objectives

1. List & define 2 ways to evaluate IP programs
2. Explain how to tabulate & report results
3. Identify 1 way to incorporate evaluation into your IP program
Considerations

- NOT to prove or disprove......\textit{Improve} = inspire
- “Nature of prevention…”
- “Is the juice worth the squeeze?”
- Does not have to be scientific
- Sampling is appropriate
- Anecdotal feedback
- Do not be a burden
1) CPS MONTH END REPORT
How do I calculate increase?

How do I determine percent?

1393 (in 2010) – 907 (in 2007) = 486

486 907 = 54% increase
Same numbers = different presentation
Cost-outcome analysis - calculation of the economic benefits and costs associated with an intervention so that the intervention can be compared to other interventions.

- $52 child safety seat = $2,200 benefit to society
  - Ex: 100 car seats distributed x $2200 = $220,000 economic benefit
- $35 booster seat = $2,500 benefit to society
- Car Seat Checked = $7 benefit to society
Advice

• Numbers are MOST important
  – grants/donations
  – justify program staffing and resources
• “Rather be looking at it than looking for it!”
• Presenting data? - consider audience
• Share this information…when appropriate
• Always look for new ways to engage and evaluate!
2) SEAT CHECK SURVEY
Ask Yourself

1. What do you **need** to know?
   - Did they learn anything?
   - Would they recommend to friend/family?
   - How did they find out about service?
   - Suggestions for improvement?

2. What do you **want** to know?
   - Staff capacity?
   - Forward thinking
## Knowledge - Questions

1. Please rate your knowledge about safely installing a car seat:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Very Low</th>
<th>Low</th>
<th>Neutral</th>
<th>High</th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEFORE your appointment:</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>AFTER your appointment:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each indicator = value
How do you calculate?

- You are finding the “average” or “mean” of the scores
- $5 = $best
1. Please rate your knowledge about safely installing a car seat:

<table>
<thead>
<tr>
<th></th>
<th>1 (Very Low)</th>
<th>2 (Low)</th>
<th>3 (Neutral)</th>
<th>4 (High)</th>
<th>5 (Very High)</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEFORE your appointment:</td>
<td>17.0% (57)</td>
<td>28.3% (95)</td>
<td>31.8% (107)</td>
<td>19.3% (65)</td>
<td>3.6% (10)</td>
<td>2.64</td>
<td>336</td>
</tr>
<tr>
<td>AFTER your appointment:</td>
<td>0.3% (1)</td>
<td>0.0% (0)</td>
<td>2.7% (9)</td>
<td>40.9% (135)</td>
<td>56.1% (185)</td>
<td>452</td>
<td>330</td>
</tr>
</tbody>
</table>

**Formula:** (mean of scores)

\[ 5(x^5) + 4(x^4) + 3(x^3) + 2(x^2) + 1(x^1) = N \]

\[ N \div \# \text{ of surveys} = \text{answer} \]

**Ex:** “BEFORE your appointment”

\[ 5(12) + 4(65) + 3(107) + 2(95) + 1(57) = 888 \]

\[ 888 \div 336 = 2.64 \]
Knowledge – Report

<table>
<thead>
<tr>
<th>Question: Rate your knowledge about safely installing your car seat:</th>
<th>BEFORE</th>
<th>AFTER</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.64</td>
<td>4.52</td>
<td>+1.88</td>
</tr>
</tbody>
</table>
Referring to the pictures above, which type(s) of restraint(s) does your child(ren) use when riding in a vehicle? Select ALL that apply.

- Infant Carrier
- Rear-Facing Car Seat
- Forward-Facing Car Seat
- High Back Booster
- No Back Booster
- Built-In Car Seat/Booster
- Seat Belt
- Other Restraint

Other:
### Attitude - Questions

1. Please rate the following statements:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>This service met my expectations:</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Because of this service, I believe I can</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>safely install my child's car seat:</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I would recommend this service to a</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>friend/relative:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Open-ended

I think it's a wonderful service. I have already told at least 4 people about it and I only had it the day before yesterday!

THANK YOU for providing such an outstanding service to the Ann Arbor community...

This is a wonderful service. I was so impressed with the instructors and I felt so much more comfortable after attending the installation lesson...

The helpers are phenomenal as well as patient! Thank you for everything!!!

The staff are wonderful - I greatly appreciate their time and willingness to assist and educate...

1. Please provide any additional comments:
3) EDUCATION SURVEY
Ask Yourself

1. What do you need to know?
   - What did they learn?
   - What will they do differently as a result?
   - Rate instructor? Materials? Classroom?

2. What do you want to know?
   - Staff capacity?
   - Forward thinking
5. What do you plan to do differently because of this workshop:

<table>
<thead>
<tr>
<th>NOT LIKELY</th>
<th>SOMEWHAT LIKELY</th>
<th>already do so or have in past</th>
<th>LIKELY</th>
<th>VERY LIKELY</th>
</tr>
</thead>
<tbody>
<tr>
<td>discuss car seats with parents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Behavior - report

Example:
- “82% of participants indicated that they were likely-very likely to discuss car seats with parents as a result of the workshop”
4) EDUCATION PRE-POST
Ask Yourself

1. What do you need to know?
   – What did they know before session?
   – Which objectives were most important?

2. What do you want to know?
   – Staff capacity?
   – Time?
   – Forward thinking
Which type of car seat provides optimal protection for infants?
Tabulate Results

- 100 students answered this question**
- 75 of those students answered WRONG

FORMULA:

\[
# \text{ of tests} - # \text{ wrong} = n \\
\frac{n}{# \text{ of tests}} = \% \\
\]

**Ex. #1 – Pre-test

100 - 75 = 25

\[
\frac{25}{100} = .25 = 25\% 
\]
Knowledge - Report

- Repeat test post-education
- Compare pre and post results:
  - Pre: 25%
  - Post: 80%
  - CHANGE: 55% knowledge gain
5) PROGRAM IMPACT
PROTECT UR BRAIN WEAR A HELMET
Protect UR Brain – Wear a Helmet

- Goal: increase helmet usage on the slopes
- Partner with slopes across MI to negotiate policy change:
  - Caberfae (Cadillac)
  - Boyne Mountain (Boyne Falls)
  - Boyne Highlands (Harbor Springs)
  - Mt. Brighton
The Results

% of helmet rentals per ski/board rental

- 1303 helmets
  - 15,000 ski/board
  - 8%

- 3425 helmets
  - 20,000 ski/board
  - 17%

- 5387 helmets
  - 18,000 ski/board
  - 30%

Intervention
NEW(ER) CONCEPT
Net Promoter Score

• The ultimate question…
• “How likely are you to recommend us to a friend or colleague?”
Can this apply to CPS programs?
NEW(ER) TECHNOLOGY
Poll Everywhere

• “The fastest way to create stylish real-time experiences using mobile devices”

• Replaces remotes

• Free: audiences of 40 or less

• Embedded in presentation

• Options:
  
  Create Multiple Choice Poll
  Ask “What is your favorite color?” and only let your audience choose from “Red”, “Blue”, or “Green”

  Create Free Text Poll
  Ask “What is the meaning of life?” and your audience can send back any message
How does it work?

You ask a question

Audience answers using mobile phones, twitter, or web browser

Responses are displayed live in Keynote, PowerPoint, or the web
• iPad friendly
  – Survey Monkey
  – Qualtrics
• GetWell Network
Questions?
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