



**University of Michigan  
C.S. Mott Children's Hospital**

# Seeking Inspiration? Evaluate!

**Amy Teddy**

Injury Prevention Program Manager

# *Objectives*

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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


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- NOT to prove or disprove.....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

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# ***1) CPS MONTH END REPORT***

# Month End Report



Buckle Up Car Seat Checks														2010	2009	2008	2007
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL				
checked	97	95	123	109	96	121	116						757	1393	1155	947	907
distributed	7	4	15	17	16	16	7						82	113	150	98	136
Inpatient	37	53	49	45	55	42	51						332	233			
outpatient	60	42	74	64	41	77	65						423	370			

How do I calculate increase?



$$1393 \text{ (in 2010)} - 907 \text{ (in 2007)} = 486$$

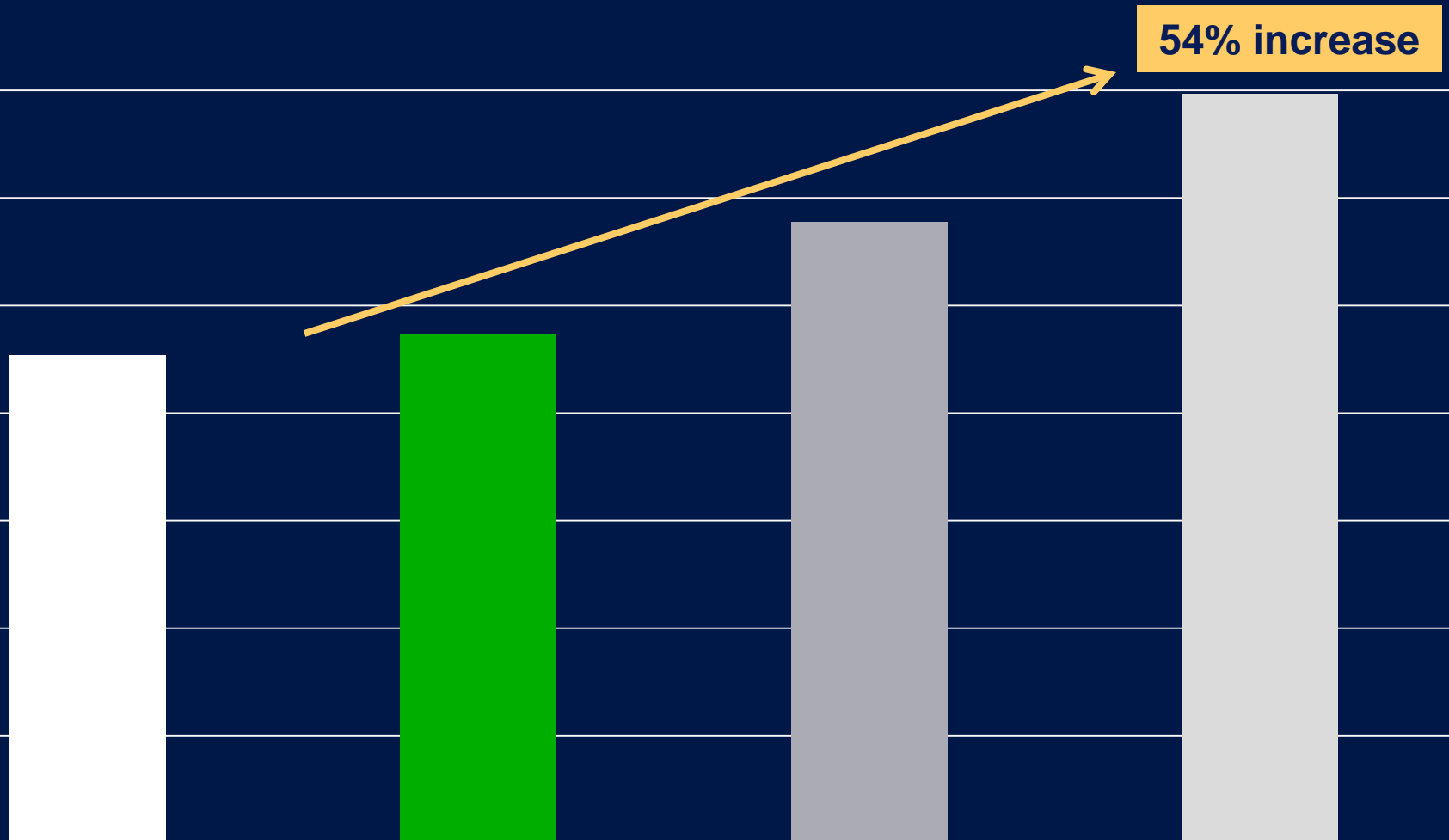
How do I determine percent?



$$486 \div 907 = 54\% \text{ increase}$$

# Visual Aide

Same numbers = different presentation



# Numbers Matter

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- 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

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- 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!



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## ***2) SEAT CHECK SURVEY***

# Ask Yourself

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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

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

Very Low

Low

Neutral

High

Very High

BEFORE your  
appointment:

1

2

3

4

5

AFTER your  
appointment:



Each indicator = value

# Knowledge - Report

1. Please rate your knowledge about safely installing a car seat: [Create Chart](#) [Download](#)

	Very Low	Low	Neutral	High	Very High	Rating Average	Response Count
BEFORE your appointment:	17.0% (57)	28.3% (95)	31.8% (107)	19.3% (65)	3.6% (12)	2.64	336
AFTER your appointment:	0.3% (1)				96.1% (185)	4.52	330
					answered question		336
					skipped question		2

# of people that responded this 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:

Create Chart Download

VALUES

	1 Very Low	2 Low	3 Neutral	4 High	5 Very High	Rating Average	Response Count
BEFORE your appointment:	17.0% (57)	28.3% (95)	31.8% (107)	19.3% (65)	3.6% (12)	2.64	336
AFTER your appointment:	0.3% (1)	0.0% (0)	2.7% (9)	40.9% (135)	56.1% (185)	4.52	330

**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*

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<b>Question:</b>	<b>BEFORE</b>	<b>AFTER</b>	<b>Change</b>
Rate your knowledge about safely installing your car seat:	2.64	4.52	<b>+1.88</b>

# Knowledge - Question



Infant Carrier



Rear-Facing Car Seat



Forward-Facing Car Seat  
Using Five Point Harness



High Back Booster  
Using Vehicle Seat Belt



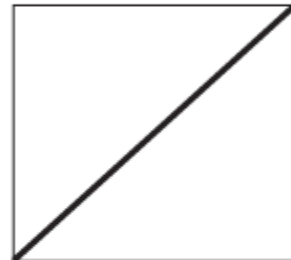
No Back Booster



Built-In Car Seat/Booster



Seat Belt



Other

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

# Attitude - Questions

1. Please rate the following statements:

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

This service met my expectations:

Because of this service, I believe I can safely install my child's car seat:

I would recommend this service to a friend/relative:



# 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!

d?

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

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

Please provide any additional comments:

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

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## ***3) EDUCATION SURVEY***

# Ask Yourself

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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

# Behavior - Question

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5. What do you plan to do differently because of this workshop:

NOT LIKELY

SOMEWHAT  
LIKELY

already do so or  
have in past

LIKELY

VERY LIKELY

discuss car seats  
with parents



# *Behavior - report*

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- Example:
  - “82% of participants indicated that they were likely-very likely to discuss car seats with parents as a result of the workshop”

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## ***4) EDUCATION PRE-POST***

# Ask Yourself

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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

# *Knowledge - Question*

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- Which type of car seat provides optimal protection for infants?



# Tabulate Results

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

## FORMULA:

$$\# \text{ of tests} - \# \text{ wrong} = n$$

$$n \quad \# \text{ of tests} = \%$$

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### Ex. #1 – Pre-test

$$100 - 75 = 25$$

$$25 \quad 100 = .25 = 25\%$$

# *Knowledge - Report*

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- Repeat test post-education
- Compare pre and post results:
  - Pre: 25%
  - Post: 80%
  - CHANGE: 55% knowledge gain

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## ***5) PROGRAM IMPACT***



**PROTECT OUR  
BRAIN  
WEAR A  
HELMET**

# *Protect UR Brain – Wear a Helmet*

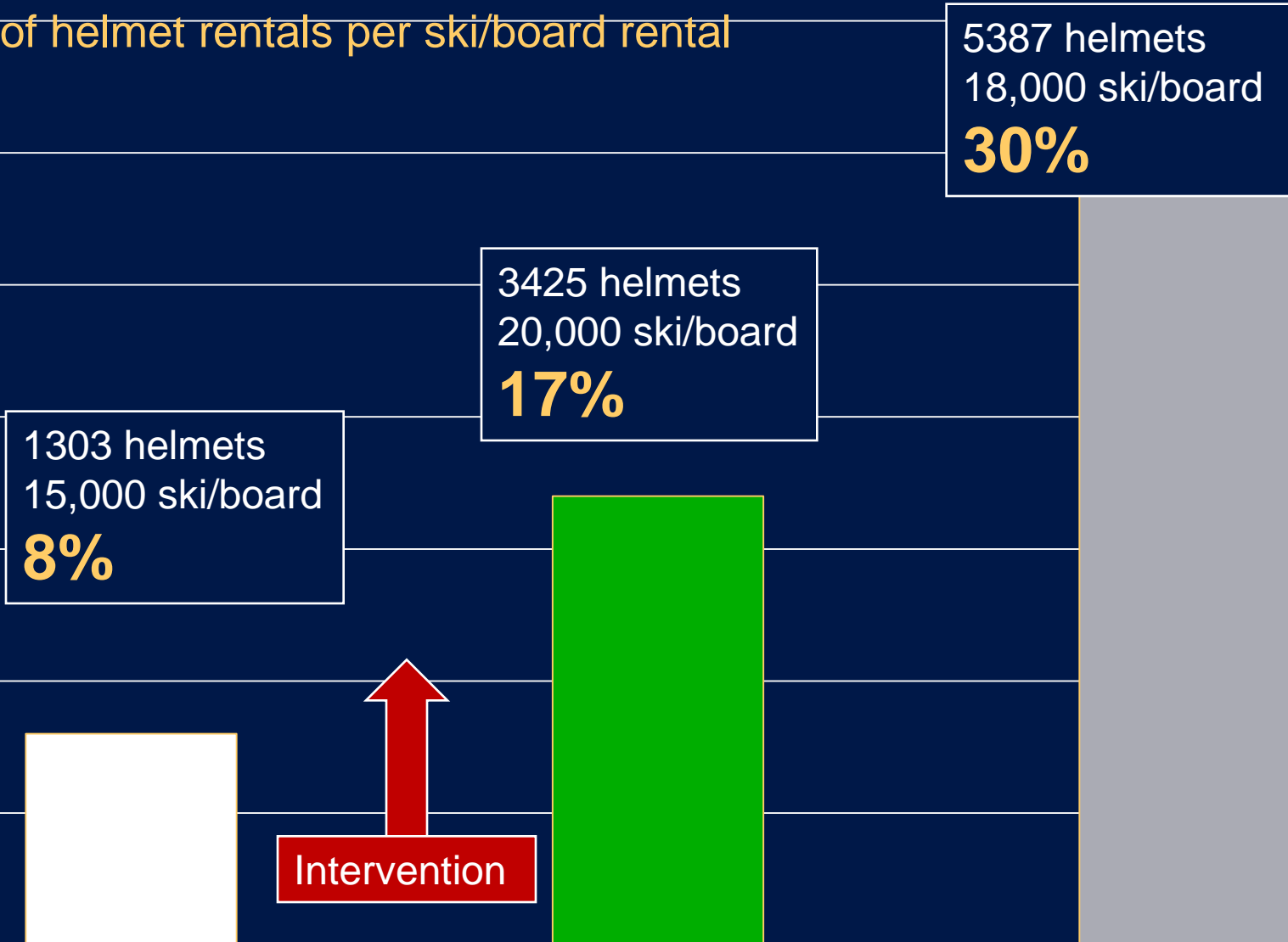
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- Goal: increase helmet usage on the slopes
- Partner with slopes across MI to negotiate policy change:
  - Caberfae (Cadillac)
  - Boyne Mountain (Boyne Falls)
  - Boyne Highlands (Harbor Springs)
  - Mt. Brighton



# The Results

% of helmet rentals per ski/board rental

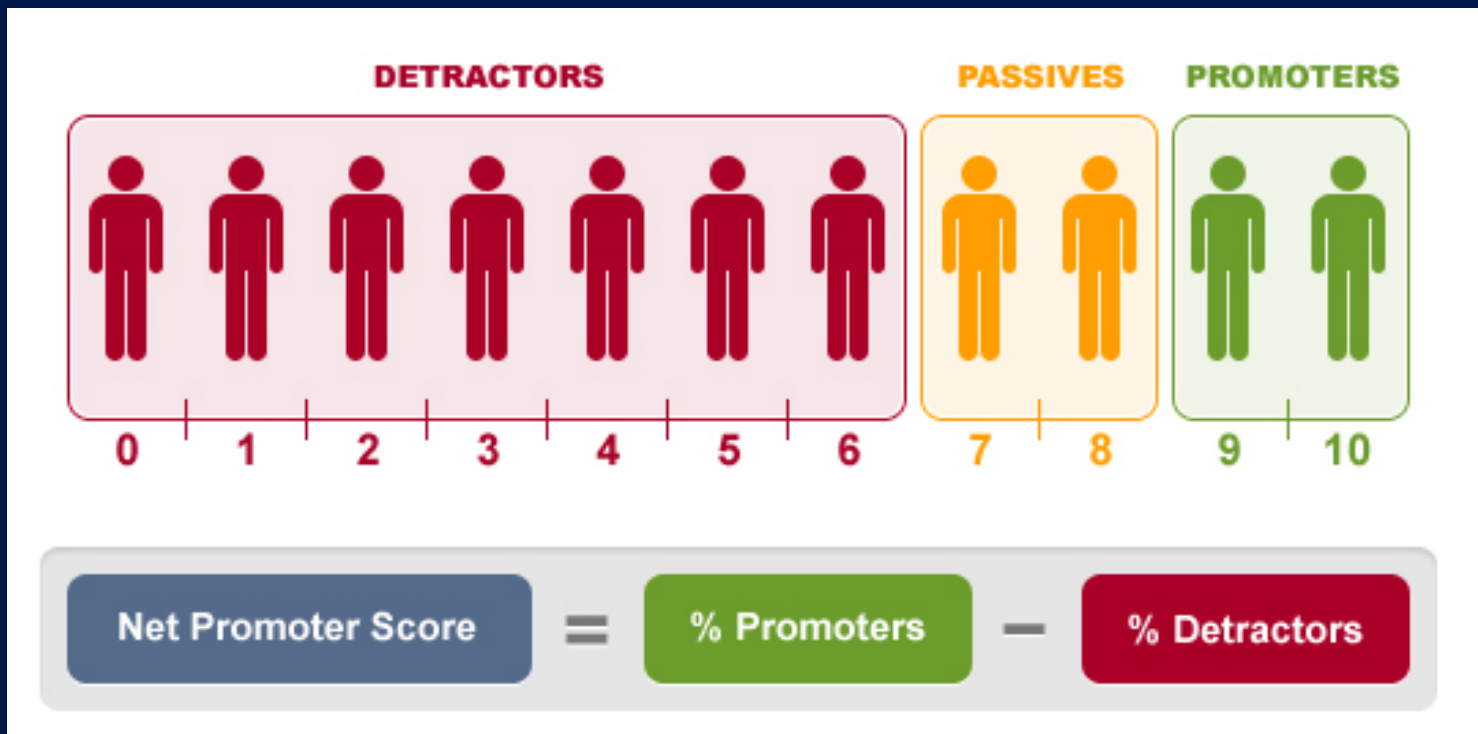


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***NEW(ER) CONCEPT***

# Net Promoter Score

- The ultimate question...
- “How likely are you to recommend us to a friend or colleague?”





# *Net Promoter*

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- Can this apply to CPS programs?

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# ***NEW(ER) TECHNOLOGY***

# Poll Everywhere

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- *“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

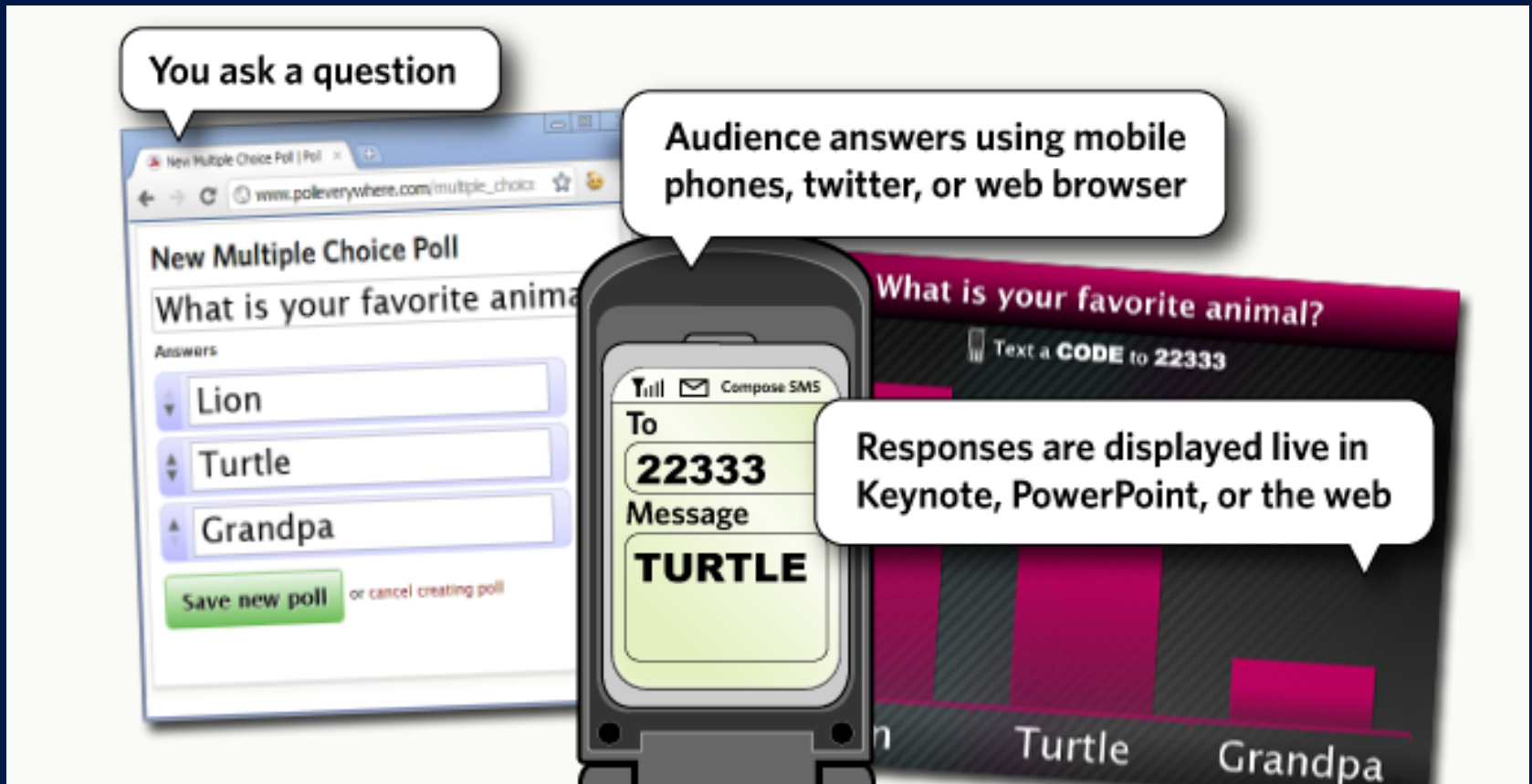
Ask "What is your favorite color?" and only let your audience choose from "Red", "Blue", or "Green"



#### Create Free Text Poll

Ask "What is the meaning of life?" and your audience can send back any message

# How does it work?



# Others

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- iPad friendly
  - Survey Monkey
  - Qualtrics
- GetWell Network

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***Questions?***

# *Contact Info*

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