

TYPES & USES OF EVALUATION

EVALUATION TYPE	WHEN?	WHAT DOES IT SHOW?	WHY?	EXAMPLE QUESTION
Formative Evaluation Evaluability Assessment Needs Assessment	<ul style="list-style-type: none"> • Program in development • Modifying existing program - a new setting or with new population 	<ul style="list-style-type: none"> • Likelihood concepts are needed, understood, and accepted • Feasibility of evaluation 	<ul style="list-style-type: none"> • Changes can be made before the program is fully implemented • Maximizes success 	Are participants being reached as intended?
Process Evaluation Program Monitoring	<ul style="list-style-type: none"> • As soon as program is implemented • During operation of existing programs 	<ul style="list-style-type: none"> • How well it is working • Implemented as designed • Accessibility and acceptability 	<ul style="list-style-type: none"> • Provides an early warning signs for problems • Monitors progress and if activities work 	How is the program being implemented?
Economic Evaluation Cost Analysis Cost-Effectiveness Evaluation Cost-Benefit Analysis Cost-Utility Analysis	<ul style="list-style-type: none"> • At the beginning of a program • During the operation of an existing program 	<ul style="list-style-type: none"> • Resources being used in a program and their costs (direct and indirect) compared to outcomes 	<ul style="list-style-type: none"> • Assess cost relative to effects - "How much bang for your buck?" 	Is the program the best use of resources?
Summative Evaluation: *Impacts & Outcomes Objectives-Based Evaluation	<ul style="list-style-type: none"> • After contact with at least 1 person or group from targeted population • Across different intervals or conclusion of program 	<ul style="list-style-type: none"> • Program having an effect on the target population's behavior • Assess if the program meets its ultimate goal 	<ul style="list-style-type: none"> • Tells whether the program is being effective in meeting its objectives • Evidence for use in policy and funding decisions 	Did the program contribute to the intended outcomes in the short, medium, and long term?

Adapted from Types of Evaluation, Centers of Disease Control, National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention
<https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf>

*Summative evaluation can include impacts and outcomes separately or used together.