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Health and Well-being Pragmatic Evaluation Handbook

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Health and Well-being Pragmatic Evaluation Handbook

June 2024

How to use this handbook

The handbook is a prompt for incorporating the Pragmatic Evaluation principles into your work.

In the spirit of being low-burden and sustainable, there are four simple steps to follow:

1. When an evaluation is being planned, identify your key stakeholder(s) and draft answers to the **Three key questions** (see section 1);
2. Use the answers to the three key questions to inform the rest of the **Evaluation Planning Template**. As is practical, work collaboratively and request feedback, using the template as a way of communicating decisions and gaining consensus. According to time and resources this may be more or less formal – from one-to-one meetings and email communication to workshops and group meetings;
3. Use a simple programme **Logic Model** to communicate (i) key assumptions that underpin the intervention and delivery and (ii) indicate the evaluation priorities that are being explored. Very simple logic models with 4-6 boxes can be sufficient for this step;
4. Use the **Big Green Wedge** (alongside Logic models) to manage expectations, marry evaluation approach to available resources, and communicate and justify how aims and objectives have been identified.

Overall, continually focus on “usefulness” of the evaluation (findings and report) to the intended user(s).

Evaluation planning framework

Project name	
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Step 1 – Designing evaluation objectives

Question	Response (1-2 sentences)
Background and context for project	
1. What information or evidence are you trying to generate and why?	
2. Who is it for? (who is the intended audience)	
3. How are intended audience supposed to use it? (e.g. to inform a decision, change practice, advocate to change policy?)	

Based on the above, what are the stated evaluation aim(s) or question(s)?

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Step 2 – Planning evaluation type

Based on this, which type of evaluation are you planning?

Formative		Process		Impact		Scale up		Economic	
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Is this an internal or external evaluation?

Internal		External		Mixed	
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What level is this evaluation aimed at?

Monitoring		Learning		Research	
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Step 3 – Planning evaluation measures and data

Have you already developed a Logic Model or Programme Theory?	
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Informed by Logic Model, Programme Theory and Green Wedge, what measures and data will be required? Are data already available or will they need to be collected?

Step 4 – Reporting and stakeholder agreement

What is the plan and format for reporting the findings?

Are key stakeholders in agreement? What feedback have they provided and how?

Step 5 – Resources and timing

Do you have an estimate of the required resources for the planned evaluation and reporting? Funding and personnel considered? Is this funding already secured, or is an application required?

What are the timelines for conducting and reporting the evaluation?

Glossary

Formative evaluation: work that aims to understand the problem and identify solutions and approaches.

Process evaluation: work that looks at the delivery and fidelity of health promotion actions.

Impact evaluation: work that looks at the changes resulting from health promotion actions.

Scale up evaluation: work that seeks to help implement a smaller project at a greater scale (or sometimes how to transfer from one context of place to another).

Economic evaluation: assessing the health economic benefits of health promotion actions.

Internal evaluation: conducted by the same team or organisation delivering the work.

External evaluation: conducted by a (semi) independent team as that delivering the work.

Mixed evaluation: a collaboration between internal and external partners.

Monitoring: routine data collection to assess deliverables and outcomes.

Learning: specific and perhaps limited data collection to learn more about a project.

Research: academic type deep-dive, utilising more resource intensive approaches, to assess formalised research questions and objectives.

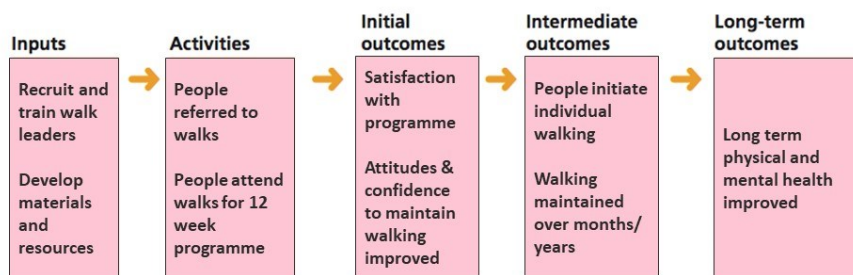
Logic Models and The Big Green Wedge

Use a simple **Logic Model** and the concept of the **Big Green Wedge** to:

- (i) Show how the intervention is intended or thought to work;
- (ii) Illustrate which steps are (evidence-based assumptions) that stakeholders are comfortable with;
- (iii) Highlight which steps are to be evaluated;

Crucially the Big Green Wedge shows how the time, resources, and money required to evaluate longer-term outcomes is too high and outwith a Pragmatic Approach.

A simple logic model for community health walks by referral



Time
Resources
Money