

# Evaluation of Young Adult Cancer Canada's Support Events

Prepared for:



Prepared by:

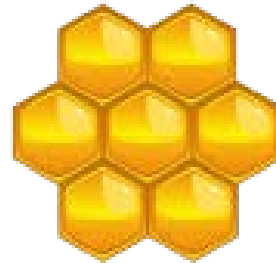


Hivemind  
Solutions

**Student Evaluation Case Competition**  
St. John's, Newfoundland  
June 6, 2016

# Hivemind Solutions Team

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**Hivemind  
Solutions**

# Evaluation Plan Outline

- Program Overview
- Program Stakeholders
- Program Logic Model
- Evaluation Purpose & Objectives
- Evaluation Approach
- Evaluation Design
- Evaluation Matrix
- Data Collection Methods
- Data Analysis
- Anticipated Challenges
- Evaluator Competencies

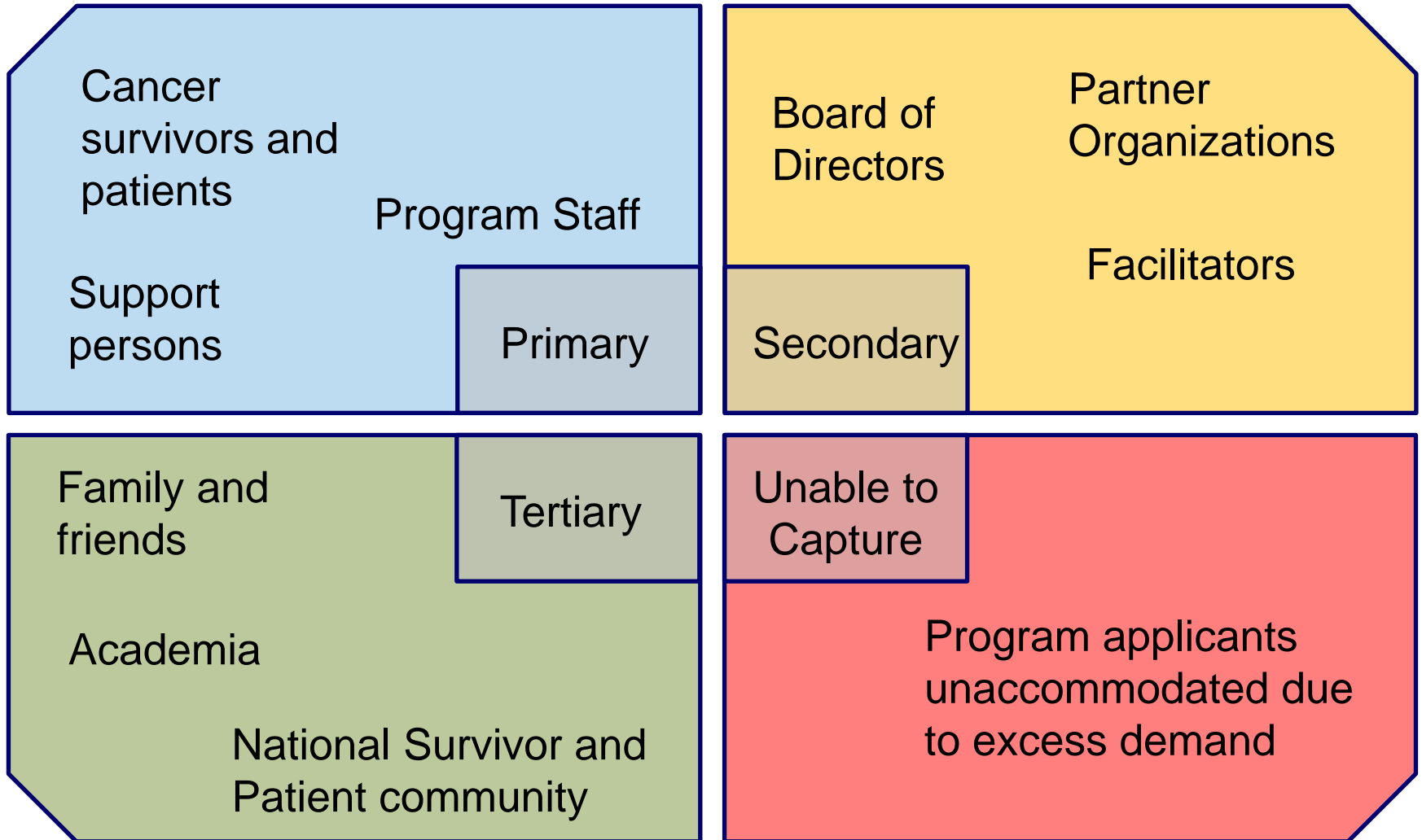
# Program Overview

*Problem:* There are few readily available and relevant support groups to help the over 8300 young adults diagnosed with cancer each year with the unique challenges they face

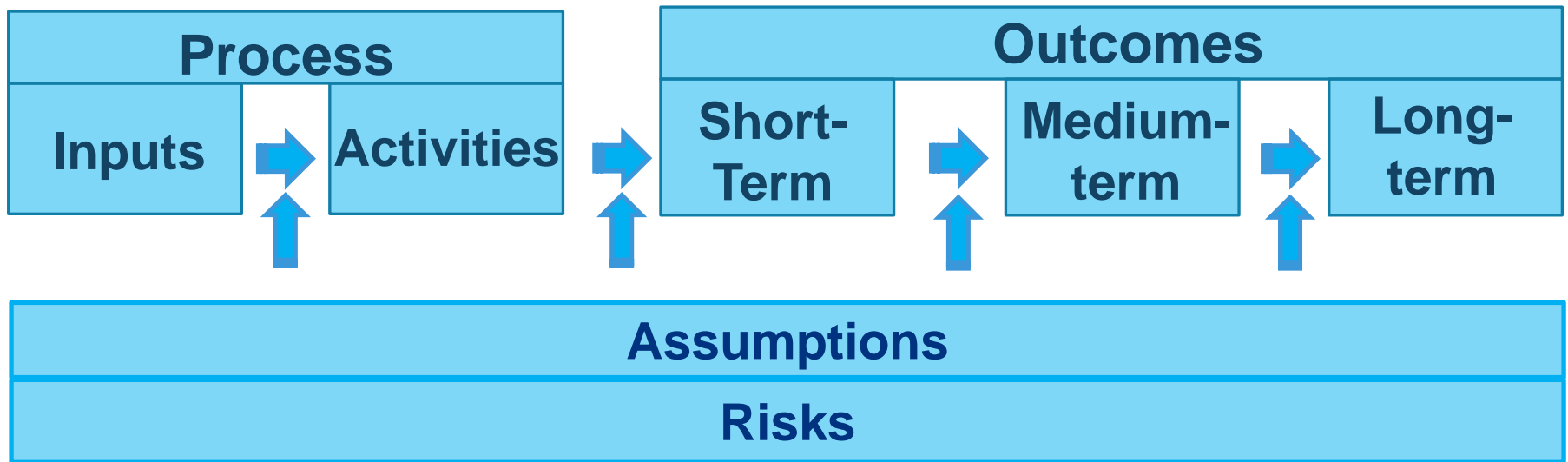
*Organization Mission:* Support young adults as they live with, through, and beyond cancer

*Support Events* bring together young adult cancer patients/survivors (others who “get it”) so they can provide each other mutual support

# Stakeholders



# Program Logic Model (PLM)



# Inputs

- Staff/Board of Directors
- Funding
- Participants
- Partner Organizations
- Promotional and Marketing Materials
- Research
- Space, equipment, and materials
- Transportation



# Activities

## Retreat Yourself

- Welcoming activities
- Group discussion
- Information and tools
- Free time

## Retreat Adventure

- Share tips and connect
- Various adventure activities

## Survivor Conference

- Share tips, information, and create connections

## Awareness Building

- Social media, communication materials, and partnerships





# Short-term outcomes

- Increased connection among program participants
- Decreased isolation among program participants
- Increased access to information about living positively with cancer
- Increased awareness of the program



# Medium-term outcomes

- Increased ability of patients/survivors to deal with their health situation
- Increased empowerment and inspiration among participants



# Long-term outcomes

- Participants have enhanced quality of life with, through, and beyond cancer



# Assumptions and Risks

## Assumptions

- Full participation from the target population
- People are aware of the program
- Partners willing to collaborate
- Participants (cancer patients/survivors) have similar needs

## Risks

- Budget cut and loss of funding (lack of donations)
- Other programs offering similar support

# Purpose and Objectives

## Purpose

Evaluate the effectiveness of support events and how they serve the YACC mission



## Objectives



Assess quality of support events and addressing areas for improvement

Assess the relevance and impact of support events on young adult cancer survivors

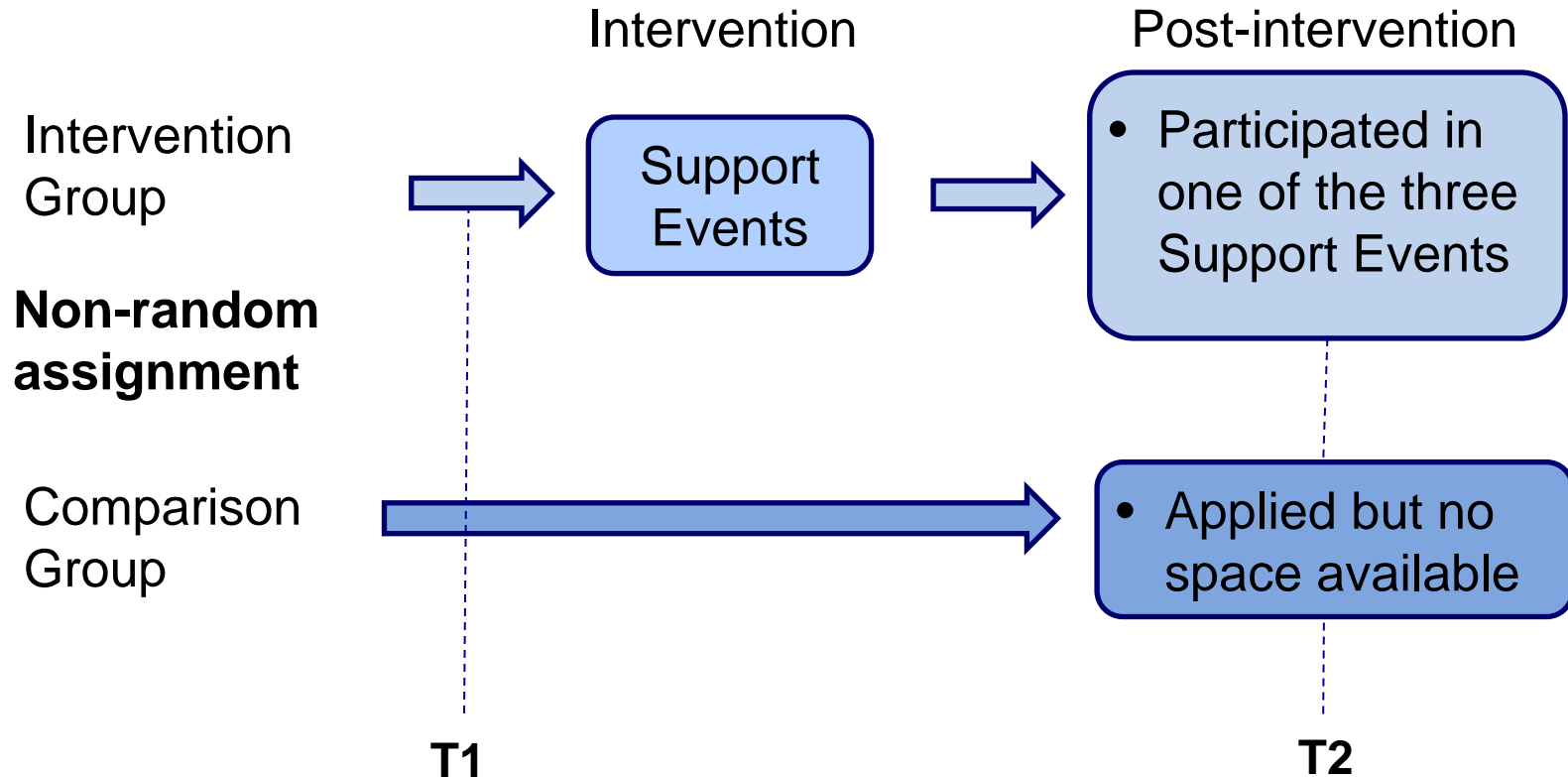
Assess the effectiveness of marketing / promotional activities

# Evaluation Approach

- Formative
- Utilization-focused\*
- Most-significant change

\* Evaluator to work with program staff, board of directors, and facilitators to determine evaluation approach, design, and questions.

# Evaluation Design –Quasi-Experimental



# Evaluation Matrix

Relevance

Efficiency

Effectiveness

Reach & Access

Impact



# Relevance

## Evaluation Question

1. To what extent do the support events align with the YACC mission?
2. Do the events respond to a need in the young adult cancer community across Canada?

## Indicators

- BOD perceive that the activities align with the mission of YACC
- Is there evidence in the literature that there is a need for support programming for young adult cancer patients/survivors

## Methods / Data Sources

Document Review (attendance lists)  
Literature Review

Program Documents (Strategic Plan, Annual Report, etc.)  
Academic literature on the well-being of cancer patients/survivors

# Efficiency

## Evaluation Question

1. Are the program funds used as cost effectively as possible given the demands and needs of the clients?

## Indicators

- Extent of the support events adherence to the allocated budget
- # of clients applying to attend support events vs. the event capacity
- Perceived areas for funding maximization

## Methods / Data Sources

Document Review  
Delphi Technique

Operating Budget, Strategic Plan, Annual Reports, Audit reports, Staff, Board of Directors, etc.

# Effectiveness

## Evaluation Question

1. What is the quality of the support events? Are there areas for improvements?
2. Do the support events achieve the intended outcomes for participants?

## Indicators

- Perceived strengths and potential improvements of support events
- # of young adult patients/survivors who feel that the support events have had a positive impact on their well being

## Methods / Data Sources

Photo Elicitation  
Delphi Technique  
Phone interviews

Participants (excluding supporters)  
Program staff / BOD  
Participants & comparison group

# Reach & Access

## Evaluation Question

1. Are the marketing and promotional materials effective?
2. Is the financial assistance for the participants adequate based on demand?
3. Are the program participants representative of the young adult cancer population?

## Indicators

- # and type of information, education and communication (IEC) materials produced and available to raise public awareness of the program
- Amount of financial assistance given to participants, # of participants who apply but do not attend due to finances
- # of young adult cancer patients/survivors participating in the support events disaggregated by socio-economic characteristics

## Methods / Data Sources

Document Review  
Phone interviews

Marketing and Promotional Materials, Strategic Plan, Cancer Statistics, Participants, Comparison Group

# Impact

## Evaluation Question

To what extent has participation in the support events resulted in a deeper connection between peers, enhancement in quality of life, and increased capacity to deal with what it means to live with cancer?

## Indicators

- Most significant changes as perceived by participants
- # of participants that feel satisfied with the support events and would willing to recommend to others

## Methods / Data Sources

Phone Interviews  
Photo Elicitation

Participants (including supporters), comparison group

# Method – Literature Review

- Assessing the relevance of the program
- Reviews academic literature and statistical data on the support programs needed by young adult cancer patients/survivors in Canada

## Strengths

- Provides a conceptual framework to justify the need for the program

## Potential Challenges

- Limited access to statistical data and/or academic literature

Source: Patton, 2002

# Method – Document Review

- Systematic review of program documents (annual reports, budgets attendance lists, success stories, missions statement, and strategic plan)
- Provides background information

## Strengths

- Cost effective
- In depth analysis of program and mission

## Potential Challenges

- Difficulty obtaining some documents

Source: Patton, 2002

# Method – Delphi Technique

- Gathering opinions from Program staff and Board of Directors about program improvement and informing telephone interview design
- Questions sent in multiple rounds, summaries done, and then questions redistributed for discussion
- Draw consensus on areas of improvement and interview design

## Strengths

- Consensus agreement on potential program change
- Used to inform the design of the phone interviews

## Potential Challenges

- Time intensive
- Can be drop outs

Source: Better Evaluation, 2016



# Method – Photo Elicitation

- Participants are able to take pictures of their meaningful experiences while attending support events
- During the telephone interviews evaluators will have access to the photos and will invite participants to share stories about their experiences

## Strengths

- Provides insight into the participants experiences and program impacts
- Helps trigger memories from events

## Potential Challenges

- Ethical issues
- Time consuming
- Participants choose not to take photos

Source: Hambly, 2016

# Method – Phone Interviews

- Interviews with quantitative and qualitative components (open and closed ended questions)
- Completed on both the intervention, comparison group, and supporters
- Completed three months after each supporting event

## Strengths

- Provides in depth information
- Good for geographically dispersed participants

## Potential Challenges

- Ethical Issues
- Time consuming
- Participants do not take photos as directed

Source: Patton, 2002

# Data Analysis

## Quantitative

- Analysis of closed-ended Likert scale questions from telephone interviews
- Disaggregated by province, gender, age, and income to assess reach of program
- Analysis between comparison group and program participants

## Qualitative

- Analysis of themes emerging from open-ended questions in phone interview and Delphi technique
- Open coding framework using NVivo

# Anticipated Challenges and Mitigation Strategies

<b>Challenges</b>	<b>Mitigation Strategies</b>
Sensitive topics / Vulnerable Populations	Interactions designed with program staff in order to ensure the appropriateness of inquiry
Attrition: Is extensive exposure to the evaluation cause for drop-out?	The evaluation will be designed with burden of response in mind
Rapport with participants	Program staff will facilitate the introduction of the evaluation team to participants

# Evaluator Competencies

- 1.2-1.3 Reflective Practice – Acts Ethically and Respects all Stakeholders
- 3.9 Shares Evaluation Experience

# Thank you!

- Canadian Evaluation Society
- Young Adult Cancer Canada
- Dr. Harry Cummings
- University of Guelph, Ontario Agriculture College
- Bea Courtney
- Judges, organizers, and other teams

