

Effective Evaluation

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Session outline

- Brief overview of evaluation and issues to consider
- An example: Samaritans 'Small Talk Saves Lives' campaign

The logo for Samaritans, featuring the word "SAMARITANS" in green, bold, uppercase letters, enclosed in a white rectangular box with a black border. The box is slightly tilted and has a drop shadow effect.

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Why is evaluation important?

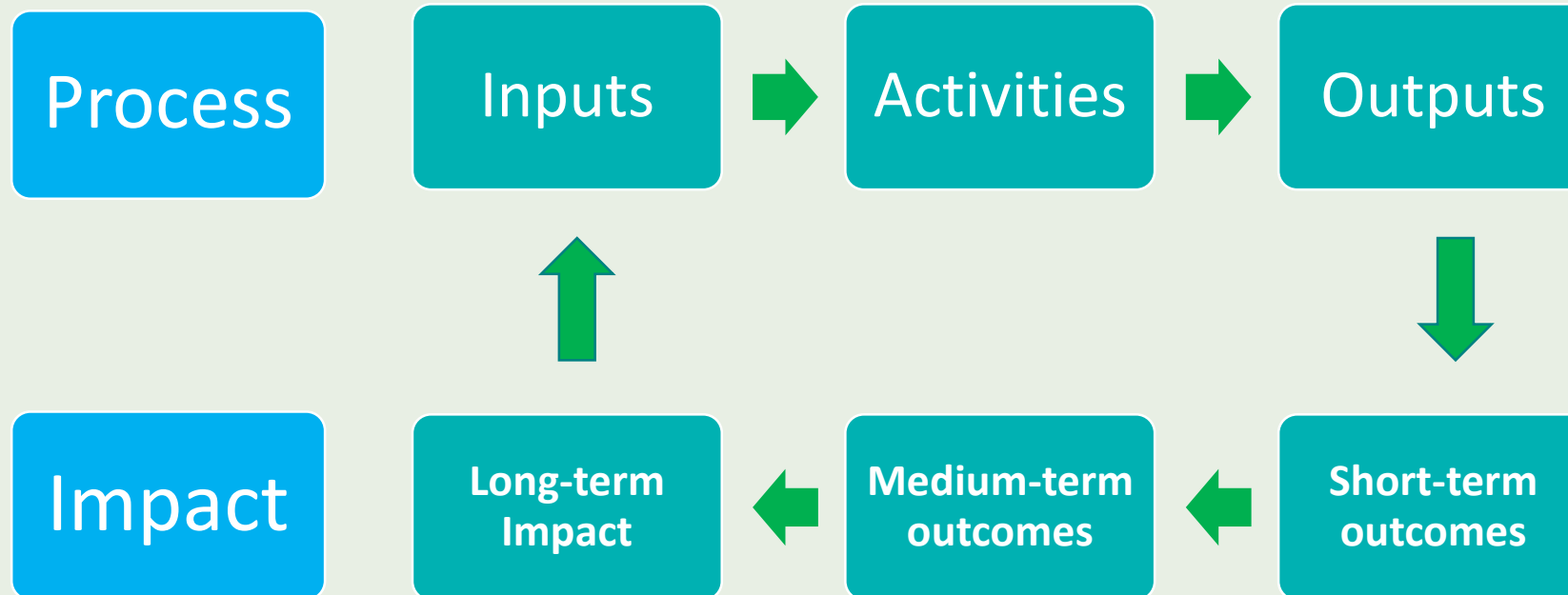
- **Inform** service development & best practice - what is the most effective way to offer services to service users, does it make a difference?
- **Credibility and accountability** with service users, volunteers, partners, public and funders - evidence what we do makes a difference
- **Compete** for funding and help you be sustainable
- **Commitment** to service user-centred services - embed evidence of service user experience into core services
- **Recruitment** of volunteers and staff – show people that what they do makes a difference

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What is effective evaluation?

- Define clear aims, outcomes, outputs, activities, inputs - create your logic model
- Develop clear research questions (before methods)
- Identify the type of evaluation you need, e.g. process
- Adopt appropriate methods to gather the data
- Have realistic expectations – what is possible?
- Consider the evaluation's 'independence'
- Be clear how you will use the findings

What type of evaluation do you need?



Issues to consider

Always have realistic expectations!

- **Timeframe** – how long do you have?
- **Budget** – what size and scope can you afford?
- **Resources (capacity, skills)** – who has the skills to scope and commission, or conduct the evaluation?
- **Responsibilities (commissioner and commissioned)** – who is responsible for what?
- **Deliverables** – what do you want produced and for what audience, e.g. reports, summaries, infographics

But... evaluating suicide prevention

can be difficult...

- Relatively small numbers of suicides locally – difficult to measure significant change in rates
- Multiple factors (e.g. recession) affect suicide rates
- Changes could be positive or negative

Think about...

- Use range of outcome measures
- Working with others - share expertise
- Use reliable data and evidence that already exists
- Don't reinvent the wheel



Small Talk Saves Lives

Life-saving question #4

WHAT TRAIN
ARE YOU GOING
TO GET?

Used by Ben West to
help save a man's life
in South London



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Find out more at
[samaritans.org/smalltalksaveslives](https://www.samaritans.org/smalltalksaveslives)

#SmallTalkSavesLives

A registered charity

in partnership with



SAMARITANS

Campaign video

to view the video please go to:

<https://www.samaritans.org/media-centre/our-campaigns/small-talk-saves-lives>

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Context, evidence and research

- Supports suicide prevention programme's purpose to increase life-saving interventions
- Middlesex University report recommended a bystander awareness campaign
- Suicidal feelings are often temporary and can be interrupted
- Six lives saved for every life lost to suicide on the railways
- Pre-campaign survey of 5,000 rail passengers showed most people would intervene if they knew what to look out for
- Tested key messages and concepts with target audience and people with lived experience

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Aim of campaign

To reach rail passengers and the general public; encouraging and empowering them to look out for one another, trust their instincts and ask if someone's OK and interrupt their suicidal thoughts and start them on a journey to recovery

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Campaign objectives – measured through evaluation

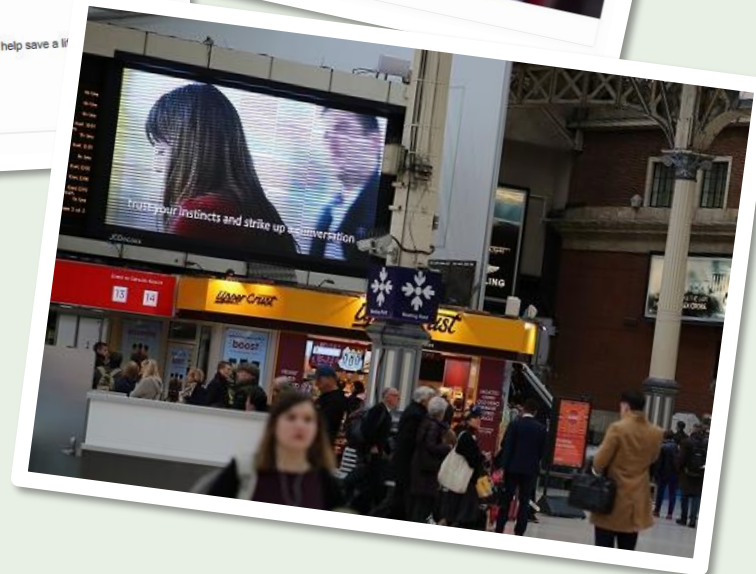
- Improve knowledge of how to recognise someone who needs help
- Improve knowledge of how to intervene, in safe and effective ways, to interrupt someone's suicidal thoughts
- Increase intent to take action and intervene
- Reach and engage with general public

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Approach, activity, outputs



S Samaritans
14 November 2017 · ©
If you're only going to watch one thing today, please watch this. You could help save a life. Share this post to help us raise awareness. #SmallTalkSavesLives
2.1M Views
14k Likes · 443 Comments · 64k Shares
Share



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Evaluation process

- Campaign measures
- Timing
- Methods
- Live testing

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Campaign outcomes - reach and engagement

14 million

people reached
through
Samaritans social
media channels

4 million

views of the
campaign video

Great to see @samaritans at Bishop's Stortford station this morning promoting new campaign #SmallTalkSavesLives - love what you are doing!



317 items

of media coverage
appearing across
broadcast, print and
online media,
creating

117 million

opportunities for
people to see the
campaign

28 posts

across social media
from celebrities and
influencers,
reaching

21 million

people



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Campaign outcome



I retweeted this video yesterday, and I am sharing it again today. Talking to someone can save lives. Very simple action with real impact. Never underestimate the power of human connection and interaction.

Thanks @samaritans for reminding us all.



Findings

- Develop report to capture project aims, objectives
- Measurement of outcomes and impact
- Capture successes and key learnings
- Use findings to report to partners
- Use findings to inform future campaign activity