

PERSONALISED CARE FOR LONDON

SKILLS SHARE: Evaluating your project

The Social Prescribing Innovators Programme



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Objectives:

- Understand how you might evaluate your project
- Have a go at mapping out some measures you might use
- Feel equipped to create a plan to evaluate with your team and share at the next board meet (26/27 Jan)
- Have time to work through issues through peer co-consulting

Item	Time
Welcome and purpose	5 min
ToC recap, mapping measures	10 min
Exercise – mapping out your measures	25 min
Considerations, tips, questions	5 min
Planning your evaluation	10 min
Break	10 min
Peer co-consulting group (2 breakout groups)	50 min

A way of summarising **what has happened and the effect of this**



Process evaluation



Impact evaluation

Why evaluate?

Share and communicate

- To describe the service and its activities
- To show others the impact of the service, who are not involved in delivery
- Share the reality of a service in an objective way

Show value and celebrate success

- Show impact on patients, staff, communities, services
- Show value for money

Influence

- To understand if assumptions about a service are correct or not
- To make the case for more funding
- Demonstrate the need for something
- Engage stakeholders in an existing or new idea/initiative

Improve

- Know what is and isn't working so well
- See progress over time and monitor changes
- Refine and adapt approach to achieve goals
- Ensure scalability

We ran the skills share back in September on Theory of Change, the template from the session is [here](#).

□ Example: Increasing the access of social prescribing to people who are job seekers and impacted by the cost-of-living crisis

Inputs

What are the ingredients?

- 10k funding
- 2x SPLW as project leads
- Community space
- 2 x SPLW from surrounding PCNs supporting

Activities

What are you doing with the ingredients?

- 5x outreach event stalls at job fayres
- 1 month of adverts in local newspapers
- Hosting 1x community event, coproduced with job centres and citizens advice

Outputs

What is the result of the activities?

- Increased referrals into SP among job seekers who are impacted by cost of living crisis
- Sign ups to event from advert
- People engaged with at stalls
- Attendance at event
- Meetings with partners

Outcomes

What is the effect of the outputs?

- People who are seeking jobs feel better supported with cost of living and have improved wellbeing
- Well established relationships with job centres and Citizens advice & SP service

Impact

What do the outcomes result in?

- Health inequalities reduced
- Better integration of job services, financial advice services and NHS

Process measures

Outputs

What is the result of the activities?

- Counting the reach, uptake or engagement
- Percentage of people accepting an intervention

Outcome measures

Outcomes

What is the effect of the outputs?

- Asking for feedback – quotes/case studies
- Measuring satisfaction and experience – surveys/interviews
- Using a verified measurement tool e.g. ONS-4, MyCaw
- Understanding in depth experience – interviews/case studies

Impact

What do the outcomes result in?

- Monitoring a difference – checking something before and after, analysing documents
- Measuring the same thing over time
- Understanding in depth experience and perceptions of the impact

Mapping out your measures - example

Type of measure? Outcome, Process, Balancing	Measure Name Indicate if it is a count, percent, rate, days between, etc.	Operational Definition Define the measure in very specific terms. Provide the numerator and the denominator if a percentage or rate	Data Collection Plan How will the data be collected? Who will do it? Frequency? Duration? What is to be excluded?
Outcome	Increased referrals into SP among job seekers who are impacted by cost of living crisis	<ul style="list-style-type: none"> Number of referrals where referrals source is job centre stall or community event Number SP sessions given (total and average) for people not employed Proportion of SP referrals each month where person is not employed 	<ul style="list-style-type: none"> Download report from case management system every 2 weeks (Fri AM) Mid way and end (Jan, Mar) – case management system JB to download into excel, make sure in correct format JB to share with team (latest 2 weeks activity; all activity)
Process	Sign ups from advert	<ul style="list-style-type: none"> Eventbrite sign ups, where they've indicated they found out the event from 'newspaper ad' 	<ul style="list-style-type: none"> Eventbrite excel report
Process	People engaged with at stalls at job centres	<ul style="list-style-type: none"> Number of leaflets given out Number of people visiting stall Number of sign ups to community event at stalls 	<ul style="list-style-type: none"> Print set of 200 leaflets, count left over Manual count Eventbrite
Outcome	Attendance at community event	<ul style="list-style-type: none"> Number of people attending Proportion of people attending who signed up 	<ul style="list-style-type: none"> Registration table, recording on excel Compare to Eventbrite

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Process	Meetings with partners	<ul style="list-style-type: none"> • Number of meetings with partners • Which colleagues attend each meeting, recorded actions 	<ul style="list-style-type: none"> • Manual recording in excel after meetings
Outcome	People who are seeking jobs feel better supported with cost of living and have improved wellbeing	<ul style="list-style-type: none"> • 2 question survey on Ipad on way out of community event • Telephone survey after final social prescribing session • MyCaw or ONS-4 • 3x Case studies 	
Outcome	Well established relationships with job centres and Citizens advice & SP service	<ul style="list-style-type: none"> • In-depth interviews with 2 colleagues from each organisation (6 tot) 	<ul style="list-style-type: none"> • KW – leading • LK – Interviewing • LK, JH – writing up themes
Outcome	Health inequalities reduced	?	
Outcome	Better integration of job services, financial advice services and NHS	In-depth interviews with 2 colleagues from each organisation (6 tot)	

Exercise – Mapping your measures – 15 min to fill out; 10 minutes to feedback

Try and fill out a whole row for 1-2 measures on your theory of change.

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[Slide 43 onwards if you are carrying on from the QI training last week.](#) Otherwise, use this powerpoint template – sent to you earlier today

1. What is feasible to measure?
2. What is going to demonstrate impact?
3. What might convince people to fund this project?

Top tips

- ✓ Start mapping out what you might measure as early as possible
- ✓ Ask for colleagues, managers, wider stakeholders and patients views on what is important to measure
- ✓ Agree priority measures and designate leads and roles for this
- ✓ Use existing data, meetings and documents

Exercise - 5 minutes in breakouts or alone, 5 minutes to feedback – creating a plan to measure

For the January board meeting you'll be required to fill out the template below to show your plan to measure.

[Group 1](#)

[Group 2](#)

Plan how you will complete this with your group by 20th January.

What is your immediate next step?

When you come back, we'll quickly go round and get everyone to feedback.

General

- There is general guidance on running comprehensive evaluations from Better Evaluation [here](#). It covers everything from engaging stakeholders, choosing measures and carrying out the evaluation.
- [Better evaluation - choose methods and processes](#)
- [The Magenta Book: Guidance for evaluation](#)
- This [guide](#) is for evaluating personalised care interventions including designing, what to measure and how.

Social prescribing specific guidance

- [This NASP webinar gives a comprehensive introduction to evaluating a social prescribing service.](#)
- [The report by Marie Polley at National Academy of Social Prescribing outlines what successful social prescribing look like.](#) It shows how to map meaningful outcomes
- [This practical guide outlines how you can measure impact on wellbeing, focusing on community and voluntary sector.](#)
- [A wealth of tools were created by The Inspiring Impact programme by NPC to support the community and voluntary sector to better collect, use and evaluate data.](#)

1. 5-10 minutes – all bring issues and discuss, pick one (1 minute pitch about problem)
2. 5 min – present presents their issue
3. 2 min – facilitator presents back what they think they've heard
4. 5 min - Clarifying questions are asked to understand the issue in more detail (avoid guidance, advice, or ideas)
5. 5 min – Open questions are asked to understand the presenter's feelings (avoid guidance, advice, or ideas)
6. 8 min – The presenter turns around so other group members can see the back of their head, mutes their audio but continues to listen, they may take notes. The group discussed the case, what they have heard or what could be done to resolve any issues.
7. 5 min – The presenter turns around, feeds back of what they felt about the process, what was helpful, what they might do differently actions they'll take forward.