

# Chapter Five

## Evaluation



# Evaluation Plan

The Project Advisory Committee approved an evaluation framework that would apply a broad approach to measure the overall impact of the project, while looking at three overall themes.

The premise of this project was to build a solid foundation in which future programming could continue moving ahead. Programs that addressed the unique needs and challenges facing seniors in rural communities were both developed and offered in the community. Much of the focus for this project was about creating the environment to ensure future collaboration and also building capacity and skills among community members.



## **1. Collaboration/Collective Impact**

It was important to be able to measure the impact on any changes that came about as a result of this project in the way that participating organizations interacted with one another, whether new groups and partners involved as the project evolved. Did the project offer an opportunity for more coordination and collaborative approaches to providing programs and services? Were opportunities provided to measure the collective impact when multiple partners work toward a common vision?

## **2. Improvement in Organizational Change and Community Capacity**

Did the project build capacity within the community? Was there an increase in awareness and knowledge about seniors mental health and addictions and social isolation? Are more people talking about the issue, has it helped to reduce stigma and shift the conversation?

## **3. Program Evaluations (Activities and Participation)**

Measuring the level of participation and how seniors and others became engaged in the programs offered through Mind, Body and Spirit provided good qualitative and quantitative data to assist with future planning. It also provided specific feedback on several of the programs and services offered to make improvements.

# Approach Used

The approach taken to evaluate this project involved a number of different tools and techniques to measure the impact of the overall themes. Both qualitative and quantitative data were collected and storytelling was used to get participant feedback. In many instances, the feedback demonstrated immediate positive results to learning and services provided.


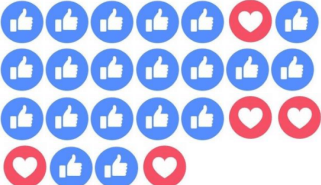

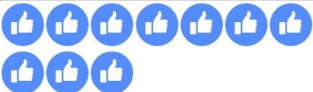

In other instances, it became apparent, that it will take time before the impact of the work that has been undertaken throughout the duration of the project can show results.

Building collaborative partnerships and creating a cultural shift in how communities view and discuss mental health and addictions among its seniors, will take considerable time. This project has helped to plant the seeds to ensure on-going conversations and further understanding of the unique issues related to addressing seniors' mental health and addictions issues in rural communities.

## Evaluation Methods

- Online participant surveys following an event to determine how the training has been used.
- Social Media traffic.
- Partners/collaborators were interviewed using an appreciative inquiry approach.
- Workshop and training evaluation surveys were distributed to participants at the time of the event or training.
- Participants were interviewed in person for the Seniors Connecting through Technology program and Villa Vignettes.
- Number of articles and stories that appeared in local media.
- Number of people participating in programs.

# Telile Social Media Evaluation and Feedback

Date/Post/Link	Feedback
<p><a href="#">Dawn Ostrem</a> shared a <a href="#">link</a>. February 25 · <a href="#">tagAdd Topics</a> What is it like to be a care giver? This MBS series digital story by <a href="#">Sheila Foggie</a> is a personal and gripping account of the emotional toll being a caregiver can take. We would like to hear your story. Please comment and use this post to start discussions. Thanks</p>	
<p><a href="#">Dawn Ostrem</a> shared a <a href="#">link</a>. February 6 · <a href="#">tagAdd Topics</a> Hey folks, sending out another MBS series video. This time, chair yoga with <a href="#">Helen Slade</a>. Many of you may know that Helen does a lot of yoga classes around Richmond County but there might be people who could benefit from being able to follow along in their own living rooms. And, we need to hear feedback about that. Do you think it is worthwhile having programs like Helen's yoga class accessible on video? Please let us know why in the comments. And please share to get this out to as many people as we can. Many thanks.</p>	<p>22 shares</p>  <p>Comments:</p> <ul style="list-style-type: none"><li>• I think this is a fantastic idea! Helen is an awesome instructor , and I am looking forward to checking this out.</li><li>• Yes, it would be fantastic to have not only a chair yoga class, but also a floor yoga class on video. Would inspire us to do more yoga.</li><li>• What a wonderful human and a great gift to the community!!!❤️We are so lucky to have so many incredible community members!</li><li>• Would love to do yoga in my living in general room</li><li>• Yes I would love it</li><li>• Would love to talk to Helen</li><li>• That would be wonderful</li><li>• Would love to have it accessible</li><li>• People confined to wheelchairs could certainly benefit and also it could be introduced to nursing homes. Also a program would be beneficial to people who just want exercises at home.</li></ul>
<p><a href="#">Dawn Ostrem</a> February 4 Over the course of the year, and my work with the MIND-BODY-SPIRIT grant, I have had the opportunity to partner with an amazing person. <a href="#">Debbie Samson</a> and I took the idea for a</p>	
<p>dinner program to encourage communities to find a way to get people out and engage them in meaningful conversation. There have been two Around the Dinner Table programs to date. Please watch and share the video below that explains this program. Please comment as your feedback is valuable and let me know if you would like support offering this in your community in your comments and I will be in touch. Thanks everyone.</p>	 <p>3 shares</p> <p>Comments:</p> <ul style="list-style-type: none"><li>• Awesome job everybody</li><li>• Just by viewing it you can see what a great event it was...thanks Debbie, thanks Dawn..</li><li>• Wonderful!</li><li>• What a great idea ☐</li></ul>
<p><a href="#">Dawn Ostrem</a> shared a <a href="#">link</a>. February 19 · <a href="#">tagAdd Topics</a> Hi everyone, here is another MBS series video for feedback. Please watch and share the video. In the comments, tell us one thing you learned about genealogy that you didn't know before. And/or, tell us about your own genealogy discovery. Thanks!</p>	 <p>7 shares</p>