

Community Risk Reduction Program Evaluation Checklist

Sometimes it is difficult to know what goes in the impact evaluation versus the outcome evaluation, or to know if the formative evaluation is complete. This checklist and graphic provide suggested topics, data to evaluate, and to which evaluation type they belong.

Formative Evaluation:

1. Community analysis - risks, extent, locations.
2. Stakeholders and target populations
3. Goals and objectives.
4. Program activities
5. Materials development and testing.
6. Identification of resources.
7. Aspects likely to succeed and what needs to be changed.

Process Evaluation:

1. Program activity level.
 - a. Number of programs presented.
 - b. Locations of presentations.
 - c. Number of people who attended presentations
 - d. Number of materials distributed.
 - e. Number of inspections performed.
 - f. Number of home surveys conducted.
 - g. Proposal of a public policy.
2. Program/Staff performance level.
 - a. Participant satisfaction.
 - b. Performance of staff who deliver programs.

Lists taken from:

- FEMA. November 2020. *Demonstrating Your Community Risk Reduction Program's Worth Student Manual* 3rd Edition, 1st Printing
- The Department of Homeland Security Notice of Funding Opportunity Fiscal Year 2020 Fire Prevention and Safety Grant Program.

Impact Evaluation:

1. Learning. Changes among the target population in:
 - a. Awareness.
 - b. Knowledge levels.
 - c. Attitudes and/or beliefs.
 - d. Skill levels.
2. Action. Changes in:
 - a. Behavior or lifestyle change.
 - b. Change within a targeted physical environment.
 - c. Public policy/legislation/adoption/enforcement.
 - d. Hazard reduction.
 - e. Change in practice.
 - f. Decision-making process.

Outcome Evaluation:

1. Decrease in the occurrence of targeted risk(s).
2. Decrease in injuries, deaths, or and property loss.
3. Anecdotal proof that verify outcomes.
4. Improvement in target population's health and quality of life.
5. Decrease in resources (people, time, money) used.
6. Increase in staff's capacity.
7. Increase in arson arrest and conviction rates.

Figure 2
Program Planning and Evaluation Framework

