

Data-Driven Change: Evaluating Success in Age- Friendly Work

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Overview

- Considerations when starting
- Logic model
- Local examples
- National Age-Friendly work (Jenny Campbell)



Questions to Get Started

- **WHAT** are you trying to do/achieve?
- **HOW** will you achieve it?
- What will **CHANGE** when you achieve it?
- How **MUCH** and **WHEN** will things change?



Defining Scope of Work/Goal(s)

- What is your age-friendly work?
 - “Community”
 - Social group
 - City-wide agenda
- What population(s) are you trying to reach?



How will you achieve your goal?

- What services, efforts, support is your age-friendly going to provide?
 - Feasibility
 - Costs/license/insurance



Defining Scope of Work

Indicators, Objectives, Outcomes, Impacts

- What does “successful” age-friendly mean or look like?
 - Staying safely in one’s home?
 - Maintain or increase quality of life?
Socialization? Happiness?
 - Is one thing more important than another?



Applying the Logic Model

Describes how you will get from your goal to achieving measurable change

- How will you achieve your goal(s)?
- What will change?

Provides rationale behind services/activities, promotes understanding – but keep it simple

Logic Model

Inputs	Activities	Outputs	Initial Outcomes	Intermediate Outcomes	Long-Term Outcomes
A program's resources and constraints	What a program does with its inputs to fulfill its mission.	Products of a program's activities.	Changes in participants' knowledge, attitudes, or skills.	Changes in participants' behavior that result from their new knowledge, attitudes, or skills.	Changes in the condition or status of the participants.



Age-Friendly Examples

Inputs (resources/constraints)	Activities/Services	Outputs
<ul style="list-style-type: none">• Personnel• Funding• Relationships with community organizations• Work space	<ul style="list-style-type: none">• Social activities• Transportation• Lawn and home maintenance• Financial planning• Pet care	<ul style="list-style-type: none">• Volunteer hours• Participants in social activities• Rides• Services received



Age-Friendly Examples

Initial Outcomes (knowledge, attitudes)	Intermediate Outcomes (behavior)	Long-term Outcomes (condition)
<ul style="list-style-type: none">• Community aware of Age-Friendly “Village”• People are interested in getting involved	<ul style="list-style-type: none">• Membership grows• Volunteer and service exchange takes place• Increase in access to services• Increase in social engagement	<ul style="list-style-type: none">• Older adults remain safely, independently in their homes

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