



RFR Resilience Cards: Evaluation Plan

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Limitations of Evaluation

- The scope of the evaluation only covers the usage, satisfaction, and feasibility of use for the cards
- Changes to the planned outcomes and impacts would require a pre-test, post-test design.
 - ROI could send an optional pre-survey (baseline) to each customer who receives a pack of cards, and then do a 1-month, 6-month, 12-month, etc follow-up survey with anyone who completes the pre-survey

Logic Model

Inputs	Activities	Outputs	Outcomes	Impact
<p><u>Personnel:</u></p> <ul style="list-style-type: none"> •ROI staff •Evaluators •Volunteer Cards users <p><u>Materials:</u></p> <ul style="list-style-type: none"> •Resilience Cards •Recruitment interest email/digital flyer •Online/paper version of survey •Gift cards <p><u>Other:</u></p> <ul style="list-style-type: none"> •Space •Time •Office supplies 	<ul style="list-style-type: none"> •Finalize evaluation plan •Recruit individuals who have used the resilience cards to participate in focus group/interviews •Conduct focus groups/interviews •Conduct a focus group to inform the pilot test of a survey for long-term use •Summarize results 	<ul style="list-style-type: none"> •# of surveys completed •# of interviews/focus groups completed •# of surveys distributed •Net promoter score (for marketing purposes) 	<p><u>Short-term:</u></p> <ul style="list-style-type: none"> •Increased understanding of use of cards •Increased knowledge of resilience techniques <p><u>Long-term:</u></p> <ul style="list-style-type: none"> •Increased sales of the resilience cards •Increased use of resilience practices & skills, in responding to stressful & traumatic events, by individuals in the community •Increased self-efficacy to respond to trauma shared by others in rural communities 	<ul style="list-style-type: none"> •Improved individual, skill-based responses to stress/trauma and ACEs in rural communities •Increased access to tools to build resilience in rural communities •Decreased prevalence of ACEs in rural communities (over multiple generations)

Evaluation Questions

- In what ways are the resilience cards being used?
- How often are the “Resiliency Skills” being used?
- When do individuals use the resilience cards?
- With whom are users using the resilience cards?
- In what ways are users sharing the resilience cards with others?
- How likely is it that card users would recommend the resilience cards to others?

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
In what ways are the resilience cards being used?	Implementation of cards/a skill learned from the cards in an interaction	Individuals who own/use the cards	Survey	Please indicate any of the seven “Resiliency Skills” you have used at some point in your life. (drop down options)	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	How have you used the resilience cards in your personal life?	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
How often are the “Resiliency Skills” being used?	Self-reported frequency of usage	Individuals who own/use the cards	Survey	How often do you use the seven “Resiliency Skills”? Daily Weekly Monthly 2-3 times per year Less than one a year Never	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	How often do you use the cards?	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
When do individuals use the resilience cards?	Self-reported usage scenarios	Individuals who own/use the cards	Survey	Where do you use these cards? At home In my car At work At the gym At my place of worship Other	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	What prompts you to use these cards? Can you share a story of when you use these cards?	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
With whom do you use the resilience cards?	Self-reported usage patterns	Individuals who own/use the cards	Survey	With whom do you use these cards? (check all that apply) Myself My family My co-workers My friends My Clients (patients, students, etc.) Other	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	With whom do you use these cards? Why? Who do you not use them with, but you wish you could?	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
In what ways are users sharing the resilience cards with others?	% of users who have shared the cards with others	Individuals who own/use the cards	Survey	<p>Have you ever shared the cards with someone else? Y/N</p> <p>How often do you share the resilience cards with others? Daily Weekly Monthly 2-3 times per year Less than one a year Never</p>	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	<p>Have you shared the cards with anyone? Why did you share them? What happened? Where do you want to share them, but can't? What are the barriers?</p>	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Evaluation question	Indicator or performance measure	Data source (person)	Methods	Sample item or question	Frequency (timing)	Responsibility
How likely is it that cards users would recommend them to others?	Self-reported satisfaction levels	Individuals who own/use the cards	Survey	<p>How likely is it that you would recommend these resilience cards to a friend or colleague?</p> <p>Scale of 0 (not at all likely) to 10 (extremely likely)</p>	Baseline (pre-test), 1-month, 6-months, and 12-months after receiving cards	ROI
			Focus group/Interview	<p>Would you recommend the cards to others members of your community? Why or Why not?</p> <p>How could these cards be improved?</p> <p>What is missing from the cards?</p> <p>What would make it easier to share the cards with others?</p>	However many ROI needs to gain insights (Alongside pilot testing of the survey)	ROI

Survey Design Suggestions

- An internet survey is the ideal method to distribute this survey because individual card users can receive it through their email and complete there
- The survey should be pilot tested and iterated alongside the focus groups/interviews
 - This will help ROI to make sure the survey covers all necessary information for both the pre-test and post-tests

Survey Questions

Survey questions are linked [here](#).

Interview Questions

Interview questions are linked [here](#).