

Chapter Six

Illustrations

Rossi et. al. Evaluation

EXHIBIT 6-A

Impact Evaluation Objectives	Questions to Be Answered
Average impact	<p>What is the average difference in the desired outcomes that is attributable to the influence of the program?</p> <p>Are there unintended beneficial or adverse effects of the program?</p>
Subpopulation average impacts	<p>What is the average program impact on relevant outcomes for different important subpopulations?</p>
Dosage effects	<p>Are more program services and/or higher quality services associated with better outcomes?</p>
Fidelity of implementation	<p>How closely does program implementation match the program plan for the intended implementation?</p> <p>How much does the fidelity of program implementation vary across time, sites, or individuals?</p> <p>Is greater fidelity of implementation associated with larger program effects?</p>

TABLE 6-1**Possible Potential Outcomes**

		If Exposed to Program	
		Success	Failure
If Not Exposed to Program	Success	A Bulletproof	C Backfire
	Failure	B Bull's-eye	D Out of range

TABLE 6-2

Hypothetical Average Program Effects for Three Scenarios Using the Potential Outcomes Framework With a Target Population of 250 Individuals

	Example 1: More Bull's-Eyes		Example 2: More Backfires		Example 3: More Bulletproofs	
	Successes With Program	Successes Without Program	Successes With Program	Successes Without Program	Successes With Program	Successes Without Program
Cell A: bulletproof	50	50	50	50	100	100
Cell B: bull's-eye	100	0	50	0	50	0
Cell C: backfire	0	50	0	100	0	50
Cell D: out of range	0	0	0	0	0	0
Total successes	150	100	100	150	150	150
Total failures	$250 - 150 = 100$	$250 - 100 = 150$	$250 - 100 = 150$	$250 - 150 = 100$	$250 - 150 = 100$	$250 - 150 = 100$
Odds of success	$150/100 = 1.50$	$100/150 = .667$	$100/150 = .667$	$150/100 = 1.5$	$150/100 = 1.5$	$150/100 = 1.5$
Ratio of odds of success with and without program	$1.50/.667 = 2.25$ (positive average effect)		$.667/1.50 = 0.45$ (negative average effect)		$1.50/1.50 = 1.00$ (null average effect)	