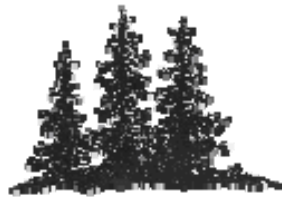


Sound Families Initiative

Evaluation Approach



University of Washington
School of Social Work



Evaluation Approach – 3 Keys

- Intentional focus on outcomes at three levels
 - System (e.g. partnerships), organizational (e.g. agency capacity) and family
 - Overall goal to inform implementation
- Evaluation team integrated into the overall Initiative
 - Manager served on steering committee
 - ‘Culture of expectation’ that we were to learn from the evaluation
- Ample time and resources for initial design, adaptability, qualitative data, and feedback loops



Key Principles

- Participatory – involving many stakeholders
 - Stakeholders helped define outcomes and questions, interpret findings, review reports, determine recommendations
- Formative – Initiative leadership willing and able to act upon new knowledge
- Feedback loops – to leadership, grantees and families involved in the evaluation
- Responsive – allows flexibility to explore emerging issues (e.g. early exits and children's reports)
- Focus on learning *not* accountability