

**Tool 6: EVALUATION PLANNING MATRIX TEMPLATE**

**Section in Planner: Phase 2 Step 6**

**Why is this important?**

Evaluation is the only way to know if an exercise program is being implemented as planned, whether it is being delivered as intended, how it is actually being used, and the outcomes and impacts it is delivering. These findings can be used for monitoring its use and impact of the program over time. These findings can be used to justify the existence of the program and help make a stronger case for continued or additional program funding. Participant outcome data can help gauge participant improvements and motivate continued participation in exercise.

An evaluation plan helps identify where specific follow-up interventions are needed to sustain the program.

**How to use this tool:**

The Evaluation Planning Matrix Template lists the key components of an evaluation in the columns. The rows represent the different types of evaluations: implementation and program use, outcomes, capacity for sustainability. Determine the type of evaluation(s) you are interested in undertaking and then complete the template. The completed template can be shared with administrators and stakeholders and used to keep the evaluation on track.

This tool was developed in response to study participant input. We welcome any feedback.

**User Comments:**

*“It’s so much harder to evaluate at this stage when the fitness program is already so entrenched. It’s so much harder now. It would be so much easier if I could reverse time and have that evaluation, at least that part of the program evaluation in place before we hired the fitness instructors.”*

(Program Coordinator)

The template was adapted from Bowen S. 2012. A Guide to Evaluation in Health Research: Canadian Institutes of Health Research. Available at: <https://cihr-irsc.gc.ca/e/45336.html>

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| Evaluation Planning Matrix | | | | | | | |
| Purpose of Evaluation | Evaluation Questions | Evaluation Design & Methods | Indicators | Data Sources | Data Collection Methods | Evaluation Timeframe | Responsibility & Resources |
| Implementation and program use | | | | | | | |
|  |  |  |  |  |  |  |  |
| Outcomes | | | | | | | |
|  |  |  |  |  |  |  |  |
| Capacity for sustainability | | | | | | | |
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**Phase 2, Step 6 Evaluation Planning Matrix template**