



Interview Guide

Setting the Basic Parameters of an Evaluation

In order to develop an evaluation mandate, several questions need to be clarified beforehand. The evaluation managers have to ...

- learn more about the object of the evaluation (evaluand) and familiarise themselves with the theme;
- have a preliminary discussion with the evaluation's commissioner to clarify what information is being sought and more generally, what the evaluation request is about.

Through an open discussion, the aim is to develop a common understanding of what is expected from an evaluation (or possibly another type of study).

Getting answers to the following list of questions will provide the basic parameters needed to develop an evaluation mandate (the terms of reference).

GUIDING QUESTIONS

Relative to the evaluation object: policy / strategy / measure(s) / project(s) ...

What's it about?

Which health policy issue and relevant public or non-public action(s) are addressed? How? and what is the legal basis? What is the current situation?

- How important is the problem (for health policy) with respect to the national / international context?
- What is the political, institutional and societal context of the public / non-public intervention?
- What is/are the legal basis of the intervention?
- What approaches are being used to address the problem?
- What are the objectives, key actors, areas of intervention, key measures?
- What is the level of committed resources?
- Is the intervention a controversial issue? Are the objectives inconsistent in any way with those of health or any other policy measures? Could there be changes in the current context or operating conditions in the short term which could have an influence (for example due to Parliamentary procedural requests)?
- Are there any hidden agenda?
- Have the strengths, weaknesses as well as effects of any current measures been identified?

Relative to more general knowledge needs

Who wants an evaluation and why? (→ Aims and objectives)?

What is the motive for generating evaluative knowledge and what is the intended use of the results?

- Who wants which knowledge and towards what end? Who would be the primary users of the evaluation results?
- Is an evaluation necessary? Would other instruments such as federal policy research or monitoring be more appropriate for obtaining this knowledge?
- Who is the commissioner seeking such knowledge / evaluation and on what legal basis?

GUIDING QUESTIONS

Relative to planning the evaluation

Evaluation focus?

To specify the object of the evaluation (policy / strategy / measure(s) / project(s)...):

On what should the evaluation focus?

- Concept? Implementation / execution? Output? Outcome? Impact?

Framework conditions?

What about the time frame and resources?

External evaluation yes/no?

- When should the evaluation results be available? Into which decisional process should they be integrated?
- *Evaluation form / type? Should an external evaluation be commissioned?*
- What financial and human resources are available?

Key evaluation questions?

What are the key evaluation questions?

- What knowledge is needed? Are there any burning questions?
- Do any of the questions cover several themes that are relevant to other business areas' activities or policy areas?
- Are recommendations expected?

Evaluation products?

Which products / outputs, should be delivered in the given timeframe, and in which languages?

- Written report? Executive summary? Presentation slide set(s)? ...?
- Presentation of (intermediate) results?

Organisation of the evaluation project?

How should the project be organised?

- Organisational chart, actors, roles, tasks, competences?
- Advisory group yes/no? Function? Composition?

Dissemination and utilisation of results?

Who will decide about the utilisation of the results? Who needs to be informed about the results and in which format?

- In which context should the evaluation results be presented and discussed?
- Who will decide about the utilisation of the results?
- Who will be responsible for writing the management response to the evaluation?
- Publication of the results: when, who are the target audiences, in which format, through which communication channels?

Relevant documents and data, sources and availability?

Which documents and data are relevant and where can they be accessed?

- Documents which are relevant to the evaluation object (strategy, programme logic, prior evaluations / studies, ...)
- Which data are relevant? Where and when can they be accessed?