Evaluation and your Annual BFHI Action Plan

**Audit** is designed to answer the question: does this service reach a pre-defined standard? It measures against a standard such as the BFHI standard (criteria for assessment). It is used to inform delivery of best care, check progress, take remedial action, and update plans. Audit may be part of on-going monitoring. An audit can provide a baseline showing the need for a project and be repeated to show an outcome measure useful as a part of the Action Plan evaluation. Auditing practice by counting numbers is normal routine work and not enough on its own as an annual Action Plan.

**Monitoring** is the ongoing, regular collection and analysis of agreed sets of data, and then the process of analysing what that data means. It can be a stand-alone activity or one part of an evaluation or audit.

**Evaluation** is designed to answer the questions: does this project, practice, or action function the way it was intended? Should it continue? Does it need to change? In short – what is its value? It is an assessment, reflection and understanding of the efficiency of the process, usefulness, acceptability, impact, and sustainability of the project, or lack of these. An evaluation can look at both the process of how the project is working and the outcomes of the project. Outcomes may be clinical, behavioural or attitudinal, or relate to changed structures and processes. Evaluation provides broad learning applicable to other projects and provides accountability to the stakeholders. When the evaluation is planned in the development stage of the Action Plan it helps to clarify what the Action is about and facilitates putting simple evaluation indicators into every day routine.

Remember the difference when developing and evaluating your Action Plans.


BFHI in Ireland Action Plan Report form can be downloaded from [http://www.babyfriendly.ie/resources.htm](http://www.babyfriendly.ie/resources.htm)

**Indicators:** The clearer the Action Plan objectives, the easier it will be to identify indicators of achievement. Your indicator should always relate directly to your stated objective, e.g. if you objective is to increase the proportion of babies for whom the duration of skin to skin contact is at least 60 minutes, then your Action Plan needs to have a means of collecting this data.

**Data sources (examples)**
Service documents, records, audit results, data recorded as routine part of clinical care, (e.g. start and finish times of skin to skin contact), observations (e.g. counting the number of women waiting to be seen in OPD, looking at posters displayed).
Survey of service users/stakeholders
Interviews/focus groups with key staff/stakeholders

**Target population and stakeholders:** may include pregnant women, new mothers, families, maternity staff, other staff, managers, wider public, Action Plan team etc
**Examples of evaluation questions** (questions to use will depend on your plan’s aims, objectives, tasks and targets)

Was this project, practice, or action carried out with the intended population and the stated objectives and tasks? (If no, state what was different from the Plan)

Were the targets stated in the Action Plan met? (How do you know this?)

Were the Outcomes Sought achieved? (How was this achievement determined?)

Was this project, practice, or action acceptable to the stakeholders? (How do you know?)

Were there any barriers in relation to equitable care: (providing care that does not vary in quality because of personal characteristics such as gender, ethnicity, geographic location, and socio-economic status; were their some mothers/infants who could not access the services?)

Were there any safety issues or adverse experiences reported?

Was there a specific survey, questionnaire, audit or other data collected for this Action plan? (If yes, describe)

**What contributed** to the Action Plan being able to carry out its tasks and achieve its targets?

<table>
<thead>
<tr>
<th>Management priority</th>
<th>Adequate resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective project leader</td>
<td>Communication</td>
</tr>
<tr>
<td>Dedicated project time</td>
<td>Consultation with stakeholders</td>
</tr>
<tr>
<td>Active project group</td>
<td>In-house expertise</td>
</tr>
<tr>
<td>Training/skills provided</td>
<td>Other (please specify)</td>
</tr>
</tbody>
</table>

**What factors hindered** the Action Plan being able to carry out its tasks and achieve its targets?

<table>
<thead>
<tr>
<th>Low management priority</th>
<th>Inadequate resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ineffective project leader</td>
<td>Poor communication</td>
</tr>
<tr>
<td>No dedicated project time</td>
<td>Limited consultation</td>
</tr>
<tr>
<td>Inactive project group</td>
<td>Insufficient expertise</td>
</tr>
<tr>
<td>Lack of training/skills available</td>
<td>Other (please specify)</td>
</tr>
</tbody>
</table>

Where there difficulties encountered and how were they overcome?

Was this action an effective and appropriate use of resources?

<table>
<thead>
<tr>
<th>Staff time</th>
<th>Financial</th>
<th>Other</th>
</tr>
</thead>
</table>

Did this action improve care for infants and their mothers? (How?)

Did this action improve links with other services and programmes?

What was learnt about action planning from this action (useful or to avoid – in further Action Planning)?

Will this Action (the new practice) continue in the same form or will there be modification or will it cease?

Was the process, outcomes and evaluation of this Action Plan shared with:

- Presentation to hospital committee, Report to hospital managers
- Presentation at event outside hospital (conference, publication)
- BFHI Link newsletter
- Media release
- Other

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