



## Disabilities Health Research Network

*Making BC Disability Research a Priority*



OCTOBER 8/9, 2009

## DHRN Annual Conference & AGM

The Value in Evaluation: Enhancing Research  
and Program Success



In June 2009, the DHRN conducted a focus group to assist in planning for this fourth annual DHRN conference. As a result, this conference will focus on creating more success in the area of evaluation. In addition, we are pleased to present a social and networking evening featuring a Disabilities Film Festival. This will follow the DHRN Annual General Meeting at the beautiful Westin Bayshore in Vancouver, BC.

# About the Disabilities Health Research Network

The Disabilities Health Research Network (DHRN) is an integrated, multidisciplinary, and BC-based network that aims to foster high quality research and valuable community connections to better the lives of Canadians living with disability. It strives to promote research that solves real problems for persons with disability, improves relevant clinical practices for the benefit and health of persons with disability, and leads to improved policies around disability health related issues.

## Mission

To increase **knowledge** about biological, social, and **community** related factors in order to minimize further impairment, **improve** levels of **ability**, and enhance community **participation** of persons with disability.

# Conference at a Glance:

## October 8, 2009

5:30 pm	Registration	Outside Salon 1
6:00-6:30 pm	DHRN Annual General Meeting	Salon 1
6:30-7:15 pm	Networking (Appetizers/Wine)	Salon 1
7:15-9:30 pm	DHRN Video Project Premiere & Disability Film Festival Sheryl Lenthall & Denise Young, Picture This..	Salon 1



## October 9, 2009

8:00-9:00 am	Registration	Outside Salon 1
8:00-9:00 am	Continental Breakfast	Between Salon 1 & Cypress
9:00-9:15 am	DHRN Welcome	Salon 1
9:15-10:15 am	Developing a new relationship model between the not-for-profit sector and the provincial government. Faye Wightman, President & CEO, Vancouver Foundation	Salon 1
10:15-10:30 am	Bio Break	
10:30-11:15 am	Evaluation Panel Facilitator: Jonathan Brown, B.A.(Hons.), M.A., Applied Solutions & Consulting Participants: Jennifer Scrubb, Consultant; Laura Hockman, Executive Director, Independent Living Vernon; Bev Pitman, Ph.D., Planner, Strategic Initiatives (Seniors Portfolio), United Way of the Lower Mainland; Andria Teather, Executive Director, Giving in Action Society/Vancouver Foundation	Salon 1

11:15-12:30 pm	Networking and Lunch	Salon 1
12:30-1:00 pm	Controlling your evaluation destiny! Marla Steinburg - Senior Director, Analysis and Evaluation Michael Smith Foundation for Health Research	Salon 1
1:00-2:00 pm	Afternoon Workshops Session 1	
Workshop 1A:	Program evaluation in a nutshell: A brief introduction to the field of program evaluation Jonathan Brown, B.A.[Hons.], M.A., Applied Solutions & Consulting	Salon 1
Workshop 1B:	I'm sorry...are we speaking the same language? The importance of establishing evaluation relationships Aarin Frigon, B.A.[Hons.], M.A., Applied Solutions & Consulting	Cypress Room
2:00-2:15 pm	Bio Break	
2:15-3:15 pm	Afternoon Workshops Session 2	
Workshop 2A:	What is it we do again? Understanding your program and its value through the program logic model Jonathan Brown, B.A.[Hons.], M.A., Applied Solutions & Consulting Aarin Frigon, B.A.[Hons.], M.A., Applied Solutions & Consulting	Salon 1
Workshop 2B:	Mapping Stakeholders & Mapping Worth: Placing Value at the Heart of Evaluations Brian Wixted (PhD), Technomics Research	Cypress Room
3:15-3:45 pm	Conference Summary and Door Prizes	Salon 1

# Keynote: Faye Wightman

President & CEO, Vancouver Foundation

October 9, 2009

9:15-10:15 am Salon 1

## **Developing a new relationship model between the not-for-profit sector and the provincial government.**

Regardless if you are a foundation, government, corporation or individual philanthropist, if you provide funding for social 'goods' or services – you have a keen interest in ensuring your investment is (a) well spent and (b) achieves the desired outcomes. As the largest funder and provider of public services, including services for people with disabilities, the provincial government needs to work closely with BC's non profit sector to meet the needs of individuals and communities in order to achieve their mutually desirable outcomes. The Government-Non Profit Initiative (GNPI), launched in May 2007 seeks to strengthen the way B.C.'s government and non profit sector interact and work together. The GNPI is providing new ways for the sector and government to understand each other, reach an agreement on the common outcomes and share ways to work individually and collectively and to achieve those goals. As the initiative matures, the plan is to bring other sectors such as education and environment into the conversation, to enrich our collective learning about measurement, outcomes and program success.

## About Faye

Faye is one of Canada's philanthropic leaders. She brings to the Vancouver Foundation a strong conviction that philanthropy can and should play a powerful role in shaping society. Since her arrival in 2005, she has led Canada's largest community foundation through a number of important changes designed to increase its impact in BC communities.

Prior to joining Vancouver Foundation, Faye was President of BC Children's Hospital Foundation for 14 years and then spent two years as Vice President of External Relations at University of Victoria. She has served as Executive Director for Sunny Hill Foundation for Children as well as Campaign Director for the United Way of the Lower Mainland. She has also been a member, on the board, and/or served as president for numerous not-for-profits and other organizations.

Faye's vision and her strong commitment to philanthropy were recognized in 2004 when she was one of five women honoured with the "Influential Women in Business Award," an annual award presented by Business in Vancouver magazine.



## **DHRN Evaluation Panel**

10:30-11:15 am Salon 1

The role of the evaluation panel discussion is to highlight the perspectives of two organizations that provide funding and two community based funding recipients. Panel members will address their unique challenges and opportunities around evaluation to open an audience dialogue around similarities, differences and opportunities to work together to better serve those with disabilities.

### **Panel Facilitator**

Jonathan Brown, B.A.(Hons.), M.A.  
Applied Solutions & Consulting

### **Panel Participants:**

Laura Hockman, BSW, RSW  
Executive Director, Independent Living Vernon

Beverley Pitman, Ph.D.  
Planner, Strategic Initiatives (Seniors Portfolio), United Way of the Lower Mainland.

Jennifer Scrubb  
Consultant - executive management, health promotion, stakeholder relations

Andria Teather  
Executive Director, Giving in Action Society/Vancouver Foundation



## Laura Hockman, BSW, RSW

Laura has been the Executive Director of Independent Living Vernon since 2000. IL Vernon is a resource centre for people with a variety of disabilities specializing in consumer driven programs in the areas of information provision, assistive technology, employment and peer support. Currently, Laura is working on her Master's in Interdisciplinary Studies. Her thesis focuses on people with disabilities, employment, and results-based employment programs.



## Jennifer Scrubb, MSc.

Consultant - executive management, health promotion, stakeholder relations

Jennifer has sixteen years of experience in the non-profit, health, and public sectors. Her roles with Muscular Dystrophy Canada as Director of Services and most recently Executive Director for Western Canada enabled her to lead the development of successful grant proposals for the delivery and evaluation of regional and national programs and services. As the Arthritis Society's Director of Health Promotion for BC and the Yukon Jennifer led a multidisciplinary team to develop the Arthritis Chronic Disease Management Strategy in collaboration with the Ministry of Health. She has worked with the Fraser Health Region to create and implement a tobacco reduction strategy in partnership with the Ministries of Health and Education. Jennifer is currently a consultant responsible for leading a million dollar campaign for a national non-profit organization. Contact her at [jenniferscrubb@novuscom.net](mailto:jenniferscrubb@novuscom.net).



## Andria Teather

Andria made the decision in 2002 to leave a lengthy corporate career in financial services and began working full-time in the not-for-profit sector. She has worked for such diverse organizations as Volunteer Vancouver, Volunteering Western Australia, and YWCA Vancouver.

Andria is currently the Executive Director of the Giving in Action Society, a Vancouver Foundation initiative, where she is responsible for three funds: The Family Independence Fund, the Children and Youth with Special Needs Fund and the Disability Supports for Employment Fund.



## Beverley Pitman, Ph.D.

Beverley Pitman is currently the Planner with the Seniors Portfolio at United Way of the Lower Mainland, where she manages investments in seniors' services, and is involved in community impact work of various kinds, including organizational, community and sector capacity building, project development, and policy making. She has a Ph.D. in urban and regional planning (UCLA, 1995) and professional experience ranging across consulting and academia, as well as the public and non-profit sectors. While teaching planning, social and cultural geography, and gender studies at Simon Fraser University in the 1990s, her research focused on the cultural politics of development on the west coast, including sustainable development, affordable housing, and homelessness.

12:30-1:00 pm Salon 1

### Marla Steinberg, Ph.D., Senior Director, Analysis and Evaluation, Michael Smith Foundation for Health Research

At their best, evaluations should be enablers. They should enable funders to increase their understanding of the value of the program; program staff to increase their understanding of their client needs and how the program is working; and program participants or clients to have a say in how useful a particular service is to them. The capacity of those involved in the evaluation should be enhanced through the evaluation process. When people don't feel empowered by the evaluation experience, it is usually because their needs are not being met or respected; be it needs for certain types of information, needs for certain ways of collecting the information, or needs for contextualizing or interpreting the information. This has been framed as a fundamental irresolvable problem of competing needs. Marla disagrees with this view and will share practical ideas on how you can control your evaluation destiny throughout the evaluation process. She will demonstrate how evaluation can meet your needs, and how valuable evaluation can be, whether you are a funder, service provider, or program participant.



## Marla Steinberg, Ph.D.

Marla Steinberg has worked as an evaluator for over 20 years. She began her career as an independent evaluator working on policy and program evaluations in health and criminal justice issues. For 10 years she worked for Health Canada and the Public Health Agency of Canada as the lead evaluator for a community-based health promotion early childhood development program. She currently works as the Senior Director of Analysis and Evaluation with the Michael Smith Foundation for Health Research where she is applying her evaluation knowledge, skills, and passion to the field of health research funding.

Program evaluation in a nutshell:  
A brief introduction to the field of program evaluation.

1:00-2:00 pm Salon 1

**Jonathan Brown, B.A.[Hons.], M.A., Applied Solutions & Consulting**

With a clear understanding of what program evaluation entails, evaluators can effectively communicate with funders and policy makers. A key point to program evaluation is realizing that each program's uniqueness brings new shapes and size to the evaluation design and questions. The purpose of this talk is to provide an overview of the foundational types and forms of program evaluation. Not only will this overview outline the purpose of each type of evaluation, but it will also highlight the evaluation questions that each type seeks to answer. This knowledge will allow service providers to identify the type of evaluation needed to answer both their own and their funders' questions appropriately. In addition, attendees will walk away from this talk with a clearer understanding of the terminology that is used in the field of evaluation.

I'm sorry...are we speaking the same language?  
The importance of establishing evaluation relationships.

1:00-2:00 pm Cypress Room

**Aarin Frigon, B.A.[Hons.], M.A., Applied Solutions & Consulting**

Often, evaluation is perceived as a confrontational process in which practitioners/service providers, funders, policy makers, and researchers are in conflict. A number of specific areas in which each of these parties have different perceptions and ideals will be explored. For example, differing views regarding the purpose, criteria, agenda setting, and generalizability will be addressed. In this talk, Aarin will use the perspective of applied researchers to examine the nature and causes of this adversarial relationship and how collaboration between researchers and service providers can help ease the evaluation process. The latter half of the talk will highlight key strategies for building and maintaining collaborative relationships between researchers and service providers. Finally, the many benefits of more cooperative and supportive relationships will be discussed.

## What is it we do again? Understanding your program and its value through the program logic model.

2:15-3:15 pm Salon 1

**Jonathan Brown, B.A.[Hons.], MA., Applied Solutions & Consulting**  
**Aarin Frigon, B.A.[Hons.], MA., Applied Solutions & Consulting**

Developing an accurate program logic model is critical to the successful implementation and evaluation of any program. A program logic model serves as a tool to clearly articulate what it is a program does and aims to achieve. The purpose of this talk is to provide practical guidance for creating a comprehensive program logic model that can be used to guide program development, implementation, and evaluation, as well as aid future funding proposals. Further, this talk will highlight the techniques used to develop logic models that reflect the unique composition of today's programs and the value they provide to society. Attendees will learn how to identify the core inputs, activities, and outcomes that make their programs effective.

## Mapping Stakeholders & Mapping Worth: Placing Value at the Heart of Evaluations

2:15-3:15 pm Cypress Room

**Brian Wixted, Ph.D, Technomics Research**

Evaluation systems and models are often described in neutral language describing techniques for particular evaluation purposes. However, as organizations and individuals we live in a multi-dimensional world. There are those to whom we are accountable and those that are accountable to us, often we are engaged thinly across many activities. One key issue is that different stakeholders value organizations for many reasons, ranging from what they deliver to the community they create. Evaluation systems don't always allow a focus on this but it needs to be embedded in them. This workshop takes on an organizational rather than a program perspective to untangle the knot of what different stakeholders' value about organizations. This session will be stimulating to researchers, students and other members of the DHRN community.



## Aarin Frigon, B.A.[Hons.], M.A.

Aarin Frigon has worked as a college and university psychology professor. She has acquired an array of applied research experience through her work as an independent consultant in educational, public, and private sectors. Aarin has also worked as a project coordinator on large-scale research projects. Examples include a project that involved a longitudinal study examining adolescent, risk-taking behavior and a project that involved the development and integration of an adolescent drug intervention program into an existing education system. Aarin brings to the field of applied research a strong sense of pragmatics, experience in both quantitative and qualitative research design and analysis, and excellent interpersonal skills.



## Jonathan Brown B.A.[Hons.], M.A

Jonathan Brown has been involved in program development, evaluation, and research for a number of years. In particular, he has worked as an independent evaluation consultant within universities, public school districts, health regions/authorities, and the private sector. These projects and programs have ranged in size with operating budgets of under \$20,000 to over \$1 million. Jonathan has also worked as a data management consultant for a number of academic research studies on topics such as developmental disabilities, education technologies, adolescent drug use, and adolescent sexual behaviour to name a few. Jonathan brings to the field of applied research extensive knowledge in quantitative and qualitative research design and analysis. Jonathan obtained a Masters degree in Applied Social Psychology from the University of Saskatchewan.



## Brian Wixted, Ph.D.

Brian worked for the Australian Commonwealth Public Service on science, technology and innovation indicators analysis (1989-1995) and science and innovation policy (1995-2000). Between 2000 and 2004, he was with the University of Western Sydney, where he worked on a number of evaluation projects as well as innovation systems studies. Since moving to BC in 2004, Brian has worked on a number of evaluation related projects including an evaluation project for the Provincial Government.

**Funded by the:**



**Michael Smith Foundation for  
Health Research**

