NCCID Program Evaluation

"Infectious Questions" Podcast Program

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The Organization - National Collaborating Centre for Infectious Diseases

"We help public health practitioners find, understand and use infectious disease research and evidence."

- NCCID is a non-governmental organization funded by the Public Health Agency of Canada
- It is one of six centres around the country that focuses on translating knowledge in areas of public health



National Collaborating Centre for Infectious Diseases

Centre de collaboration nationale des maladies infectieuses PUBLICATIONS

WEBCASTS

PARTNERS

EVENTS



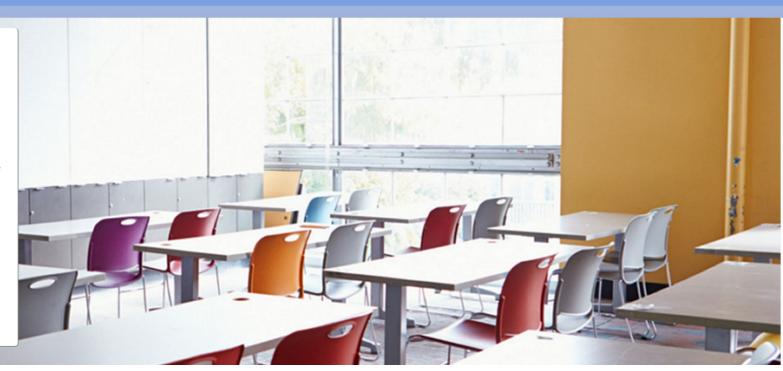
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The Program - Infectious Questions Podcast

- <10 minute podcasts featuring experts in their fields answering topical questions about important and emerging infectious disease issues
- Have piloted 3 episodes so far (about Zika) and are looking at posting 6-12/year depending on what happens in the world of infectious diseases and public health



Infectious Questions 1: Zika Virus and Pregnant Travellers

The Program - Infectious Questions Podcast

Program goal:

To support Canadian public health professionals with useful knowledge on important and prominent infectious disease topics and issues

Target Audience:

- Front-line healthcare workers (physicians, nurses, etc.)
- Public health program managers and policy makers
- Public health policy advisors and data analysts
- Researchers and students

Purpose for Evaluation

- For internal purposes
- To inform and improve the program
- To provide information to the funders
- Formative evaluation

Evaluation Stakeholders

- Funder: Public Health Agency of Canada
- Staff/Managers: NCCID Program
 - Scientific Directors, Program/Project Managers, Communications
 Specialist
- Board of Advisors: 8-12 people
- Community Members: Experts (participants), Listeners
- **Collaborators:** Prospective

Overarching Evaluation Questions

- 1. Who and how many people are aware of the podcasts and are listening?
- 2. Are the podcasts valued by the intended listeners?
- 3. What do podcast participants think about this form of knowledge sharing?
- 4. How could podcast delivery be improved for NCCID, participants and listeners?
- 5. Has the knowledge delivered in the podcast informed public health practice, policy or programming?

Resources and Inputs

Program

- Subscription to Lybsin (podcast hosting service)
- Remunerated Staff Time -Rick Harp & Shivoan Balakumar
- Expert time Occasionally paid depending on contribution
 may be revisited
- Opportunity Cost
- Translation

Evaluation

- Remunerated Staff Time Rick Harp & Shivoan
 Balakumar
- Cost and Participation in the Summer Institute

Evaluation - Data Sources

- Lybsin analytics
- iTunes analytics
- Soundcloud analytics
- Google analytics
- Email analytics
- Website analytics

- LinkedIn group observation/stats
- Email newsletter survey
- Self-selected engagement
- Key informant informal interview/survey/feedback
- Social media sharing stats

1. Who and how many are aware and listening?

Measures/Indicators

- Promotion channels/recipients number, description, change over time
- Number of listeners total, per show, subscribers, change over time
- Listener demographics discipline/sector/audience group, region, years of practice (unintended audiences?)

Methods/ Data sources: Website/email/podcast platform analytics; LinkedIn group stats; Email newsletter survey questions; Self-selected engagement; Social Media Sharing stats

2. Are the Podcasts Valued by the Intended Listeners/Audience?

Measures/Indicators

- Positive & negative comments on LinkedIn group (ratio)
- Email newsletter survey responses (% of positive responses)
- Number of shares and subscribers increasing over time
- Self-selected engagement responses

Methods/ Data sources: Website/email/podcast platform analytics; LinkedIn group stats; Email newsletter survey questions; Self-selected engagement; Social Media Sharing stats

3. What do podcast participants think about this form of knowledge sharing?

Measures/Indicators

Feedback from informal interview

Methods/ Data sources: Key Informant informal interview/ feedback

4. How can podcast delivery be improved?

Measures/Indicators

- Constructive or negative comments on LinkedIn group
- Email newsletter survey responses
- Number of self-selected engagement responses

Methods/ Data sources: LinkedIn group comments; Email newsletter survey questions; Self-selected engagement

5. Has the knowledge delivered in the podcast informed public health practice, policy or programming?

Measures/Indicators

- Comments on LinkedIn group
- Email newsletter survey responses
- Self-selected engagement responses

Methods/ Data sources: LinkedIn group comments; Email newsletter survey questions; Self-selected engagement

Evaluation Timeline (Data Collection/Analysis)

Ongoing, Quarterly, Annually

- Website/Email/Podcast platform analytics, Social Media stats
- Observation/stats on self-selected engagement

Ongoing, At least once per month

Email newsletter survey questions

Before, During, Immediately after, & One month post-podcast

Key informant informal interview/survey/feedback with participants

Use of Evaluation

Information will be used to determine or inform....

- How much time and energy is dedicated to the Podcast
- The content and delivery of the Podcast
- A cost/benefit analysis
- Reporting to funders/stakeholders

Questions?

Ideas, suggestions, comments, etc.