

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



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for Infectious Diseases

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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.