

## **Transforming Learning, Revolutionizing Healthcare**

### **FAQ: CFD Evaluation Strategy**

#### **What types of evaluation data does the CFD collect from program participants, and why?**

Most evaluation data at the CFD is collected by surveys, however we do sometimes also invite participants to take part in interviews and focus groups.

- We collect evaluation data on participants' perceptions about the quality of implementation of our workshops and programs. This allows us to better understand what our participants find valuable, what we are doing well, and potentials opportunities for improvement.
- We collect evaluation data about participants' views of their work, and work environments. This allows us to answer questions about how work environments may influence program participation and outcomes.
- We collect evaluation data about potential or likely outcomes of participation in our programs
- We collect data about our participants' demographic characteristics (e.g. health profession, gender identity, hospital affiliation etc.) to examine how CFD programs reach diverse groups and identify potential disparities in experience.

#### **Why does the CFD collect my socio-demographic data?**

The CFD strives to serve a community that exists across diverse health professions, institutions, regions and varying social identities (e.g., gender, able-bodied, and racialized status). Often institutions have poor data quality about who they serve. We want to change that. We use the data are used to examine how CFD programs reach diverse groups and identify potential disparities in experiences and outcomes.

We understand that some people are hesitant to provide their personal information. Any personally identifying information you provide will remain strictly confidential. Your name will never be associated with the data you provide in any analysis and all reports present findings in aggregate or summary form. You may also to select "prefer not to answer" option for any questions if you choose.



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### Why do some evaluation surveys collect participants' emails?

The CFD registration system that collects participants' socio-demographic information is not linked with the system we use to collect participants' evaluation responses. The linking of participants' socio-demographic information and evaluation responses has to be done manually, which may require participants to provide their email on evaluation forms. Once these data are linked, they are anonymized prior to analysis by removing any names and/or emails.

We collect and link the aforementioned data because it allows us to examine critical questions, such as:

- What is the frequency of participation in our programs among diverse health professions?
- How does one's gender identity relate to knowledge mobilization outcomes (e.g. expanded relational networks)?
- How does one's health profession relate to their experiences of knowledge mobilization processes (e.g. relationship building)?

### How is the CFD keeping my evaluation data confidential?

The evaluation data we collect is used for administrative purposes and quality improvement in accordance with the following:

- Access to raw data is restricted. Only select CFD staff have access to raw data for legitimate business purposes.
- Personal identifying information, including names or e-mails, is excluded prior to data analysis. Data are anonymized and identified by participant numbers only prior to analysis.
- Where evaluation data are insufficient to ensure confidential aggregation, such data are not shared.
- Identifying information is **never** linked with participants' feedback in reports. All evaluation reports include **only** aggregated data.
- Evaluation data is stored securely on password protected platforms and/or servers.

### How will findings from evaluation data be used?

Data proved will not impact credentials or services provided, but will be used for:

- Feedback about programs is used to inform decisions about on-going program improvement. This allows us to be responsive to both individual-level participant needs, and system-wide needs.
- Results will be used to inform internal and external reports, and support Centre-wide evaluation in ways that help improve our understanding of how educational interventions work.
- Data are only used in aggregate in reports and studies that inform ongoing program improvement and allow for better understanding about how our educational programs work.

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### **Do you use any personal data in targeted marketing?**

No. The personal data we collect from you includes your name, email, affiliations, and socio-demographic information. We will NEVER use these data to engage in surveillance driven marketing of any kind. Any promotion of upcoming CFD activities is general and not targeted toward specific individual characteristics.

### **Does the CFD use socio-demographic data to determine access to programs?**

No. These data are used to explore questions about our reach, as well as about the experiences of diverse groups across our programs. *See above for more information.*

### **Do you use data about institutional affiliations to determine program pricing or discounts?**

Yes. Certain institutions, and/or CFD memberships, allow them discounted rates to specified activities.

### **Do CFD post-session and post-program surveys measure teacher performance?**

No. Our decision not to focus on teacher performance as the unit of analysis is informed in part by research evidence on the challenges inherent with teacher-focused evaluation. Furthermore, our unit of analysis is generally, the 'program', not the teacher.

### **Who does the CFD share evaluation findings with?**

- Post-session evaluation data are shared in aggregate form with program leads and session facilitators/faculty
- Post-program evaluation data are shared in aggregate form with program leads
- For accredited programs, post session and post program data are shared in aggregate form with our accrediting body (CPD Office in the Temerty Faculty of Medicine at the University of Toronto).
- Annually, we prepare more detailed reports of aggregated data across multiple data sources. These findings are shared broadly with our community.



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### **Do you ever share my name with anyone?**

For the purpose of receiving CPD credits, program attendee names are shared with our accrediting body, the Continuing Professional Development (CPD) office in the Temerty Faculty of Medicine at the University of Toronto. Names are never linked to evaluation feedback. If you would like to opt out of sharing your information with our accrediting body for the purposes of credits, please contact us at [cfid@smh.ca](mailto:cfid@smh.ca).

We may occasionally publish lists of program graduates, program alumni, interns or trainees on our website or within periodic reports. If you do not wish to have your information published in this way, please contact [cfid@smh.ca](mailto:cfid@smh.ca).

### **How can the CFD community learn more about evaluative data, and how it is used at the CFD?**

Check out our whiteboard video to learn more about how the CFD uses your data: <https://www.youtube.com/watch?v=yMD48YBus0U>

For more information, please contact us at [cfid@smh.ca](mailto:cfid@smh.ca).

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