

Championing evaluation



This case study is about the benefits of involving young people in evaluation and may be of interest to any third sector organisation keen to encourage service users to take the lead in the evaluation process.

Young Movers (YoMo) provides services that empower young people that live across the North East and North West of Glasgow.

Through their peer education project, YoMo Health Champions planned to run an event to promote positive mental health for other young people. As the Health Champions were involved in all the planning of the session, the youth worker encouraged them to also think about how they would evaluate the event.

Evaluation Support Scotland supported YoMo and other organisations to involve young people to lead on evaluation through a learning set and tailored support sessions. This work was funded by The National Lottery Community Fund.

The Spectrum of Involvement

On the next page, you can find out how YoMo moved from asking young people for their individual stories to young people doing some of the evaluation work.



What we did: “We came to the *Young People taking a lead on Evaluation* event last year and came away thinking, we could do that too, that’s achievable. We’re always looking for ways for young people to be more involved and take the lead. We set out to involve young people in collecting information”.



How we did it: YoMo introduced evaluation into their general planning meetings for the health event. The young people decided to evaluate the event *and* evaluate the impact on themselves, by writing their own personal reflections.

The young people also co-produced a video of the event ([youtube.com/watch?v=YD020rT_bbc](https://www.youtube.com/watch?v=YD020rT_bbc)). They also made sure this included feedback from young people who had been at the event.

Successes

- “We were surprised that the young people embraced evaluation”
- They actually set outcomes for the mental health event, chose methods *and* did some analysis of the feedback. While we didn’t set out to involve them in setting outcomes, agreeing the outcomes first seemed to make sense in this case
- The young people would like to bring this approach into other YoMo projects

Challenges

- The challenge was how to make evaluation sound fun
- Young people weren’t all that interested in traditional reporting, but they were really motivated to do a film and share this on social media
- It’s work in progress – some things went to plan, while others didn’t
- It definitely took longer than conventional evaluation

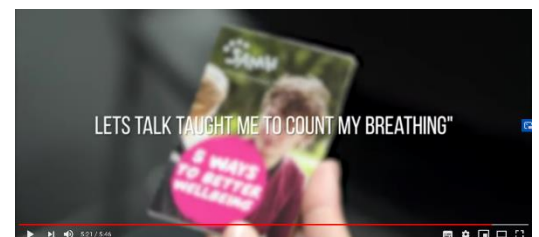
The difference this made:

For the young people involved:

- Some of the young people used the experience towards a qualification. A lot of the young people were working on their Bronze or Silver Youth Achievement Award at the time and some used planning the evaluation of the event as a challenge for the Award.

For the organisation:

- Staff have been really inspired by this and as a result we have revamped our young leaders programme, so the young leaders are now planning evaluation for different YoMo projects.



Our learning: “We found it helpful to tie evaluation in with other things, like planning and fundraising. Introduce the ideas slowly, plant the seed and let it grow”.

We found it helps to:

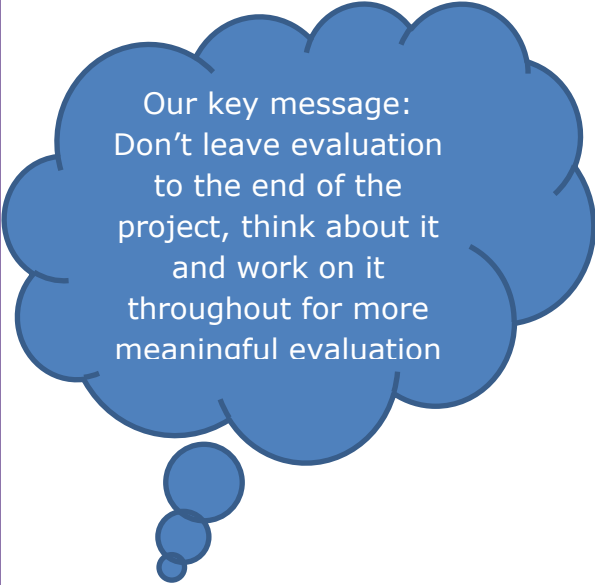
- Involve young people in a specific project that the young people are already passionate about.
- If young people are already taking the lead on other things

Tips for you:

For tips on planning how you can support your service users or participants to take the lead in evaluation check out ESS's [Why bother involving people in evaluation? Beyond Feedback](#)

Pages 20-25 guide you through the **planning** stage of involving service users or participants in evaluation. ESS suggest you:

- Set out clearly why you are asking the people you support to become involved in evaluation
- Define clear, meaningful roles for those involved
- Allow plenty of time



Our key message:
Don't leave evaluation to the end of the project, think about it and work on it throughout for more meaningful evaluation

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