



Setting outcomes case study - [ESS principles for good evaluation](#)

Pain Concern Helpline: Measuring the impact of a remote service



What we did

[Pain Concern](#) supports and informs people with pain and those who care for them. This support is largely provided through a telephone helpline and an online forum. The challenge they were facing was with regards to long-term impact (for example, social isolation). ESS ran a tailored session with the helpline supervisor, manager and volunteers, creating a logic model to show immediate impact and contribution towards long-term outcomes. Setting very short-term outcomes was easier and typically achieved during calls. Focusing on the need was helpful. Pain Concern used the logic model to create an evaluation plan, where volunteer call handlers were at the forefront.



The difference we made

Pain Concern revised their tools, moving away from gathering information about the quality of the calls and customer satisfaction, towards collecting information relating to their outcomes. Indicators were introduced which could be ticked off by call handlers during the calls. They also created a free-comment section to capture comments during the call.

"The helpline logic model was key in helping us to redesign our feedback forms for both capturing the contacts' and volunteers' views."



What we learned

If you run a remote service, it may be helpful to set immediate outcomes which you can achieve during the call. Don't worry about proving long-term outcomes (such as improving social isolation), it may be about showing your contribution. Our work with Pain Concern illustrates ESS's suggested principles of good evaluation: it should be about what matters, and it should fit the way you do your work. Check out [ESS's principles for good evaluation](#) to help you judge if your evaluation is good enough.

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If you would like ESS's support please contact us at info@evaluationsupportscotland.org.uk.