



## Content Crosswalk

### *A Tool To Keep Your Curriculum Content and Evaluation Synched*

When developing or adapting curriculum content, many people think that evaluation is done after a curriculum is implemented. This could not be farther from the truth. Effective curricula are designed to meet specific goals and outcomes that are measured by tools that assess exactly what changes were made and how they happened. Otherwise, how will you know what behaviors or attitudes you are trying to change? Likewise, it's very important to understand what parts of a prevention strategy you are actually implementing. This is a good time to **get into the habit of double-checking that the content you implement matches your outcomes and vice versa**. Although it's good to "shoot for the stars," and try to implement every part of your curriculum, the reality of community prevention work means that sometimes not all content is delivered and things may shift part way through an implementation. A successful outcome evaluation depends on the accuracy with which you track your *actual* implementation. It may have been some time since you looked back at the outcomes you developed for this particular prevention strategy.

*Do you still have the same capacity needed to implement the strategy?  
 Will you still have the time and resources to cover all of the content?*

You will be tracking whether or not these questions are true as part of your process evaluation. However, your outcome evaluation depends on the accuracy with which you track your implementation. What strategy are you **really** implementing? **Your outcomes and the content you implement must match for your outcome evaluation to be useful.**

The exercise below will help you make sure these are connected.

#### STEP 1: Find Your Outcomes

Find the outcomes you have written for each of your prevention strategies. If you have developed a logic model, this is the time to take it out. **Copy and paste (or write) each outcome in the first column of the table (on the next page).**

#### STEP 2: Find The Content

Use the program/strategy curriculum and/or materials to find the content that is supposed to be implemented. If you know that you have already made adaptations to what is being implemented, use the most current content that you will implement. **Copy and paste (or write) each of the content areas in the second column of the table (on the next page).**

#### STEP 3: Compare

Now compare. Do you have content for every outcome listed below? Keep in mind that you may have the same content to meet different outcomes; in other words, some rows may be repeated. **Write YES or NO in the last column of the table.** Review your outcomes and compare them with the content of the strategy they are measuring. You are double-checking that the content of your prevention strategy still match your outcomes, so you spend time measuring what you *actually* will be (or already are) implementing.

#### STEP 4: Identify Your Evaluation Tools

As a last step, make sure you write down what tools you are (will be) using to evaluate your outcomes. Be as specific as possible, including the names of the tool and page number / item number, if available.



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Name of Prevention Strategy: <span style="float: right;">Building Healthy Relationships</span>		Do your content and outcomes match?	
Outcomes From Your Logic Model	Content From The Strategy/Activity	Yes/No	Evaluation Tool
<b>EXAMPLE</b> The majority of participants will be able to recognize gender norms →	Section 3: Gender norms ✓ What are they? ✓ "Gender box" activity and discussion	Yes	Pre/Post survey, Question #4 and #5
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

## Now What?

You will need to find or develop questions for your evaluation measures for each row from the “Content Crosswalk” above that is marked “yes.” You will develop or find questions that gather the information you need to determine if the outcome has been met. This is a key example of how your process evaluation connects with your outcome evaluation. **Your process evaluation measure should have all of the content listed, and you should keep track of what content was implemented, so that your outcome evaluation tracks outcomes that are relevant to the content that is actually implemented.**

If a row has content, but no outcomes, this is extra content that you are implementing, but not expecting to impact your outcomes. Reconsider the feasibility of implementing extra content and make sure you have the resources/capacity to do so. If you have an outcome written, but no content to go with it, please review the goals of your prevention work (as a whole) and make sure that you have chosen the appropriate prevention strategy to meet your outcomes.

**Get into the habit of doing the content crosswalk after each time you implement a prevention strategy and have both process and outcome evaluation data.** You may need to adapt your strategy further if your outcomes are not being met, or you may need to revise your outcomes so they measure what you are actually implementing. The way in which you make such adjustments is considered part of a continuous quality improvement cycle.

For More Information About The Content Crosswalk and Related Activities, Please Contact:

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