Developing an Effective Evaluation Plan

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the views of the Centers for Disease Control and Prevention.

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Presentation Overview

- CPPW Evaluation Requirements (quick look)
- Purpose of an Evaluation Plan
- Using CDC’s Framework for Evaluation to create your Evaluation Plan
- Questions
- Comprehensive, written evaluation plan submitted with application includes activities for both process and outcome measures (p 17, section D/C-III bullet point 5.5) - *still time to write one if you didn’t submit one*

- Communicate program achievements to partners, collaborators, and policy makers (p 25 #4)

- Final evaluation report with both process and outcome findings (90 days after funding - VI.6 under reporting)

- Comply with required reporting to the CDC and FederalReporting.gov (p 17 #5-6/C-III bullet point 5.1)

- Attend annual CDC surveillance and evaluation meetings and participation in CDC Netconferences (p 17 #9/C-III bullet point 5.7)
An Evaluation Plan Is...

- A written document that describes how you will monitor and evaluate your program so that you will be able to describe the **What**, the **How**, and the **Why it Matters** for your program.
So That You Will Be Able to Describe...

- **The What?**
  - Description of your program
  - Accomplishments of your program

- **The How?**
  - How you did it
    - Process evaluation
  - What worked and what didn’t work

- **The Why it Matters?**
  - Why your program makes a difference/impact
**Why Do You Want an Evaluation Plan?**

- It is good overall evaluation practice to plan ahead
- Fosters shared understanding of the purpose, use, and users of the evaluation results
- Fosters transparency to stakeholders and decision makers
- Serves as an advocacy tool for evaluation resources
- Facilitate smoother transition when there is staff turnover
## Elements of an Evaluation Plan

- Title Page
- Quick Question Overview
- Intended Users and Uses
- Program Description
- Evaluation Focus
- Methods
- Analysis and Interpretation Plan
- Use, Dissemination and Sharing Plan
CDC’s Framework for Evaluation
### Step 1: Evaluation Stakeholders Are Everywhere in Your Plan

- Identify your Evaluation Stakeholders Workgroup (ESW) in your evaluation plan
  - Builds a market for evaluation results
  - Increases ability to answer the questions that need to be answered
  - Increases buy-in
  - Facilitates implementation
  - Increases transparency
  - Increases credibility
Who is in your Evaluation Stakeholder Workgroup (ESW)?

- ESW that represents the stakeholders that have the greatest stake or vested interest in the evaluation
- Will serve in an advisory role on all phases of the evaluation
### Step 2: Briefly Describe your Program in the Evaluation Plan

- Brief description to clarify program’s purpose, activities and capacity to improve health
- Logic model to visually show activities and intended outcomes
  - Presentation of links in a chain of reasoning
  - Disciplined way of mapping a program
  - Platform for discussion
  - Multi-purpose tool
- Stage of development
- Link evaluation to program goals
Logic Model: Visual Roadmap

- **INPUTS**
- **ACTIVITIES**
- **OUTPUTS**
- **OUTCOMES**

**Program Resources** → What we do with program resources to fulfill mission → Direct products of activities → Benefits during and after program activities
Step 3: Focus the Evaluation Design

- Evaluation questions
Sample Evaluation Questions from Different Stakeholders

- What are the attitudes of smokers/nonsmokers about the acceptability of exposing others to secondhand smoke? (KOI # 2.3.3)
- Is there an increase in the level of awareness on the dangers of secondhand smoke? (KOI # 2.3.1)
- Will a smoking-ban reduce the number of patrons to my business?
- Will an increase in tax on cigarettes generate enough revenue to support our state XYZ...program?

Key Outcome Indicators (KOI)
Step 3: Focus the Evaluation Design

- Prioritize
  - Stage of development
  - Program, Stakeholder, and Decision Maker Priorities
  - Feasibility

- Use of evaluation results
Step 4: Planning for Gathering Credible Evidence

- Stakeholder involvement
- Align evaluation questions with the method
  - Quantitative/qualitative
- Determine specific indicators relevant to evaluation questions
  - Indicators- what you will measure?
  - Example: Attitudes of smokers and nonsmokers about the acceptability of exposing others to secondhand smoke (KOI # 2.3.3)
### Step 4: Planning for Gathering Credible Evidence

- **Link each indicator to a data source**
  - Example Data Sources: National Adult Tobacco Survey (state-level data), state Youth Tobacco Survey

- **If there are no data available- collect your own**

- **Data collection plan**
  - Who will collect? When and How often will it be collected?
## Step 5: Planning for Conclusions

- Remember the needs of your stakeholders
- How will you analyze the data?
- Will there be an interpretation meeting?
- Will there be opportunities for stakeholders to review preliminary results prior to final publication?
- Will there be timeline constraints?
- Will there be specific opportunities lost if deadlines are missed?
Step 6: Planning for Use, Dissemination, and Sharing

- Transparency
- Share interim results and progress
- Multi-methods, multi-venues
- Tailor to your audience
Pulling it All Together

- **Title Page**
  - Program name, dates covered, basic focus of the evaluation

- **Quick Question Overview**
  - Overview of evaluation questions

- **Intended Use and Users**
  - Users, purpose and Uses identified

- **Program Description**
  - Narrative, logic model, stage of development
Pulling it All Together

- Evaluation Focus

- Methods
  - Alignment of evaluation questions to the methods
  - Indicators, performance measures, data sources
  - Roles/responsibilities

- Analysis and Interpretation Plan
- Interpretation meeting
- Use, Dissemination, and Sharing Plan
Resources

- CDC Framework for Program Evaluation
  - www.cdc.gov/eval/framework.htm

- Introduction to Program Evaluation for Comprehensive Tobacco Control Programs
  - www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/evaluation_manual/index.htm

- Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs
  - www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/key_outcome/index.htm
Questions?

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