Developing the Evaluation Plan for State-Based Tobacco Control Programs

Rebecca Glover-Kudon, PhD, MSPH
Senior Evaluator

Surveillance & Evaluation Webinar Series
Coffee Break
January 28, 2016
Today’s Special

• Clarified Expectations
• Tips & Resources
• Q & A
Continuous Quality Improvement (CQI)

CQI cycle

- **Planning** — *What* actions will best reach our goals and objectives?
- **Performance measurement** — *How* are we doing?
- **Evaluation** — *Why* are we doing well or poorly?

- **What do we do?**
- **Why are we doing well or poorly?**
- **How are we doing?**
- **How do we do it?**
Evaluation Plan Requirements

- Program partner engagement
- Examination of process and outcomes
- Key evaluation questions
- Data collection & analysis plan
  - Required performance measures
  - Program-specific performance measures
  - Other data needed to answer evaluation questions
- Data use plan
- Dissemination plan

See pp. 22, 39 of RFA-DP15-1509
Steps in Evaluation Planning

Steps in Evaluation Planning

STANDARDS FOR "GOOD" EVALUATION

- Utility
- Accuracy
- Feasibility
- Propriety

Gather Credible Evidence
Justify Conclusions
Ensure Use and Share Lessons Learned
Engage Stakeholders
Describe the Program
Focus the Evaluation Design

# Gathering Credible Evidence

<table>
<thead>
<tr>
<th>Eval Question</th>
<th>Indicator/Performance Measure</th>
<th>Method</th>
<th>Data Source (existing/new)</th>
<th>Frequency</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Steps in Evaluation Planning

Steps in Evaluation Planning

Frequently Asked Questions

- What period of time should evaluation plan cover?
- Is evaluation plan limited to scope of work funded by DP15-1509?
- Do we have to include *everything* we’re evaluating?
- Is there a page limit and desired format?
Frequently Asked Questions

- When exactly is the evaluation plan due?
- Is there a good example to follow?
- Can we get additional technical assistance?
- How does CDC plan to use our evaluation plans?
Tools & Technical Assistance

National State-Based Tobacco Control Programs

FOA DP15-1509 CORE

Review of Initial Evaluation Plans

| Awardee    |   |
| Evaluation Team Member |   |
| Project Officer |   |
| Consultation Date |   |

OSH evaluators reviewed awardees’ initial evaluation plans submitted in their applications to this FOA. Using FOA content and CDC evaluation guidelines, evaluators offer the following feedback and recommendations. It is understood that the initial evaluation plan might not address all aspects of the awardee’s final evaluation plan. Feedback is provided to help ensure the final evaluation plan submitted meets CDC specifications. As described in the FOA, awardees need to provide a more detailed evaluation and performance measurement plan within the first year of the project. The evaluation plan is due in March 2016.

**Stakeholder engagement:**

Engage stakeholders throughout the plan development process as well as the implementation of the evaluation. In particular, awardees should identify intended users who will benefit from the evaluation results and consider involving them in an evaluation workgroup. Engaged stakeholders can help identify the evaluation purpose(s), prioritize evaluation questions, determine appropriate methods, provide access to data sources, interpret data, formulate recommendations, and use the evaluation findings for programmatic improvement. Transparency with stakeholders is key to their ultimate acceptance of the results.
Can’t Get Enough?

Check Out the Surveillance and Evaluation Webinar Archives!

- Methods for Evaluating Your Partnership or Coalition, Parts 1 & 2 (Butterfoss, 2015)
- Linking Indicators, Performance Measures and Work Plans in Five Easy Steps (Fulmer & Jones, 2014)
- Developing an Evaluation Plan: Resources and Tools in Action (Jernigan & Kuiper, 2014)
- Evaluation Questions Matched to Methods: Step Back and Reflect (Mertens, 2013)
- What Counts as Credible Evidence in Evaluation Practice? (Donaldson, 2012)

http://www.tacenters.emory.edu/resources/SEwebinars/index.html
Thank You!
rgloverkudon@cdc.gov

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