Evaluation Plan

ORGANIZATION NAME

I. Program Description

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Step 2: Describe the</u> <u>Program</u>, the **Developing a Logic Model** worksheet, and the **Identifying Outcomes** tip sheet.

Provide a short description of the program being evaluated. Reference your logic model. This description should include:

- The specific problem or need the program is addressing
- The population and setting of focus for which the program intends to make an impact
- The conditions, changes, or effects that the program intends to make
- Any contextual factors that surround the program

II. Evaluation Purpose

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Preparing to Evaluate</u> and <u>Step 3: Focus the Evaluation Design</u> along with the Identifying Evaluation Purpose and Questions worksheet and Types of Evaluation tip sheet.

Provide a short description of the scope, focus, and goal of the program evaluation, including:

- What aspects of the program will be evaluated?
- How will findings from the evaluation be used?
- Who will use the evaluation findings?
- How will partners and stakeholders be involved in the evaluation?
- What anticipated barriers, facilitators, or other factors that may affect the evaluation?

Table A. Evaluation Purpose

Program Component	Evaluation Type	Evaluation Question	Evaluation Use
Which component of the program is being evaluated? Refer to the logic model items.	Process or Outcome Evaluation	What question will the evaluation answer?	How will the results to this evaluation question be used?

III. Evaluation Design

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Step 3: Focus the</u> <u>Evaluation Design</u> and <u>Step 4: Gather Credible Evidence</u> along with the **Evaluation Data Sources**, Indicator Selection Tools and Data Collection Considerations worksheets.

Provide a short description of the methods and data sources you will use for the program evaluation, including:

- What evaluation approach will be used to answer the evaluation questions?
- Why is this the right time to conduct this evaluation or answer these questions?
- What types of data will be used?
- How will the data be collected or gathered? When?
- How will data be managed?

Reference any supplemental documents as appropriate (e.g., data collection plan).

Table B. Outcomes and Indicators

Outcome	Indicators	Data Source	Considerations
What outcome from your logic model are you measuring?	What are the indicators being used to measure this outcome?	What are the data sources being used for these indicators?	What are the considerations about the outcome, indicators, or data sources?

IV. Data Analysis, Synthesis, and Interpretation

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Step 5: Justify Conclusions</u> along with the **Data Analysis, Synthesis, and Interpretation** tip sheet.

Provide a short explanation of the approach to analysis, synthesis, and interpretation of the data, including:

- What analyses will be used?
- How will data be integrated across data sources?
- What comparisons will be made?
- What basis will be used for judgment?
- Who will be involved in interpreting the evaluation results?
- How will unintended consequences and conflicting results be addressed?

Reference any supplemental documents as appropriate (e.g., data analysis plan).

Table C. Data Analysis and Synthesis

Questions to be Answered	Data to be Analyzed	Analysis to be Performed	Synthesis or Interpretation Considerations
What are you answering with this analysis?	What data or information are available to be analyzed and answer the questions? What are the variables or measures?	What data transformations need to happen to analyze the data? How will data be analyzed? What analysis techniques will be used?	What do you need to keep in mind regarding synthesis across data sources and regarding the interpretation of these results?

V. Translation, Communication, and Dissemination

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Step 6: Justify Conclusions</u> along with the **Communicating and Disseminating Evaluation Results** and **Sharing Results** worksheets.

Provide a short description of your approach to translating, communicating, and disseminating the results of your evaluation and facilitating the use of those lessons learned, including:

- What types of findings will be shared with different audiences?
- What strategies will be used to share findings with different audiences?
- Which messengers are appropriate for different audiences?
- How will stakeholders be engaged in this work?

Reference any supplemental documents as appropriate (e.g., translation and dissemination plan).

Product	Key Audience	Purpose	Delivery	Considerations
What is the product?	Who is this product for?	How do we want the key audience to use the information in the product?	What is the format of this product? When will this product be shared?	How can this product be used to facilitate use of data or be further disseminated?

VI. Evaluation Timeline

For information that will help to complete this section of the Evaluation Plan, see <u>EvaluACTION Preparing to Evaluate</u> along with the **Evaluation Team** worksheet which includes a sample workplan table.

Provide a short description of what evaluation activities will be conducted by when, and by whom, and what resources will be needed. Also provide a visual timeline for the evaluation.

Reference any supplemental documents as appropriate (e.g., evaluation workplan).



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