

Evaluation Plan

ORGANIZATION NAME

I. Program Description

For information that will help to complete this section of the Evaluation Plan, see [EvaluACTION Step 2: Describe the Program](#), 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 [EvaluACTION Preparing to Evaluate](#) and [Step 3: Focus the Evaluation Design](#) 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
<i>Which component of the program is being evaluated? Refer to the logic model items.</i>	<i>Process or Outcome Evaluation</i>	<i>What question will the evaluation answer?</i>	<i>How will the results to this evaluation question be used?</i>

III. Evaluation Design

For information that will help to complete this section of the Evaluation Plan, see [EvaluACTION Step 3: Focus the Evaluation Design](#) and [Step 4: Gather Credible Evidence](#) 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
<i>What outcome from your logic model are you measuring?</i>	<i>What are the indicators being used to measure this outcome?</i>	<i>What are the data sources being used for these indicators?</i>	<i>What are the considerations about the outcome, indicators, or data sources?</i>

V. Translation, Communication, and Dissemination

For information that will help to complete this section of the Evaluation Plan, see [EvaluACTION Step 6: Justify Conclusions](#) 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
<i>What is the product?</i>	<i>Who is this product for?</i>	<i>How do we want the key audience to use the information in the product?</i>	<i>What is the format of this product? When will this product be shared?</i>	<i>How can this product be used to facilitate use of data or be further disseminated?</i>

VI. Evaluation Timeline

For information that will help to complete this section of the Evaluation Plan, see [EvaluACTION Preparing to Evaluate](#) 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).



Centers for Disease
Control and Prevention
National Center for Injury
Prevention and Control

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