

Evaluation Plan Checklist

Step 1: Engage Stakeholders

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| | Identify stakeholders using the three categories: those affected, those involved in implementation, and those who will use the evaluation results |
| | Review the initial list of stakeholders to identify key stakeholders needed to improve credibility, implementation or funding/authorization decisions |
| | Create a plan for stakeholder involvement and identify areas for stakeholder input |
| | Target selected stakeholders for regular participation in key steps including writing the program description, suggesting evaluation questions, choosing evaluation questions, and dissemination of evaluation results |

Step 2: Describe the Approach Being Evaluated

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| | Compile a comprehensive description of the approach including need, targets, outcomes, activities, and resources |
| | Identify the stage of development and context of the approach |
| | Convert inputs, activities, outputs, and outcomes into a simple logic model |
| | Elaborate the model as needed |
| | Identify the stage of development and context of the approach |

Step 3: Focus the Evaluation Design

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| | Define the purpose(s) and user(s) of your evaluation |
| | Identify the use(s) of the evaluation results |
| | Consider stage of implementation, logistics, and resources |
| | Determine the components of your logic model that should be part of the evaluation given utility and feasibility considerations |
| | Convert the components of your focus into evaluation questions, i.e., implementation, effectiveness, efficiency, and attribution questions |
| | Review evaluation questions with stakeholders, managers, and staff |
| | Compile a comprehensive description of the approach including need, targets, outcomes, activities, and resources |

Step 4: Gather Credible Evidence

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| | Identify indicators for activities and outcomes |
| | Determine whether existing indicators will suffice or if new ones must be developed |
| | Consider the range of data sources and choose the most appropriate one |
| | Consider the range of data collection methods and choose those best suited to your context and content |
| | Consider a mixed-method approach to data collection |

This checklist was adapted from CDC's Office of Strategy and Innovation in Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide. Available at: <https://www.cdc.gov/eval/guide/cdcevalmanual.pdf>



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	Consider quality and quantity issues in data collection
	Develop a detailed protocol for data collection
Step 5: Justify Your Conclusions	
	Check data for errors
	Consider issues of context when interpreting data
	Assess results against available literature and results of similar programs
	If multiple methods have been employed, compare different methods for consistency in findings
	Consider alternative explanations
	Compare program outcomes with those of previous years
	If applicable, compare actual with intended outcomes
	Document potential biases
	Examine the limitations of the evaluation
Step 6: Ensure That Evaluation Findings Are Used and Share Lessons Learned	
	Identify strategies to increase the likelihood that evaluation findings will be used
	Identify strategies to reduce the likelihood that information will be misinterpreted
	Provide continuous feedback to the violence prevention plan
	Prepare stakeholders for the use of evaluation findings
	Identify training and technical assistance needs
	Use evaluation findings to support annual and long-range planning
	Use evaluation findings to enhance the public image of your plan
	Schedule follow-up meetings to facilitate the transfer of evaluation conclusions
	Disseminate procedures used and lessons learned to stakeholders
	Consider interim reports to key audiences
	Tailor evaluation reports to audience(s)
	Revisit the purpose(s) of the evaluation when preparing recommendations
	Present clear and succinct findings in a timely manner
	Avoid jargon when preparing or presenting information to stakeholders
	Disseminate evaluation findings in several ways

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