## Evaluation Plan Checklist

### Step 1: Engage Stakeholders
- 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
- 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
- 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
- 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

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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](https://www.cdc.gov/eval/guide/cdcevalmanual.pdf)

This worksheet is part of a series for the Violence Prevention in Practice tool which is part of VetoViolence ®.

This worksheet was developed by the Division of Violence Prevention at the Centers for Disease Control and Prevention. The Centers for Disease Control and Prevention recognizes ChangeLab Solutions for their assistance in developing Violence Prevention in Practice.
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<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
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<tbody>
<tr>
<td><strong>Consider quality and quantity issues in data collection</strong></td>
<td></td>
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<tr>
<td><strong>Develop a detailed protocol for data collection</strong></td>
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### 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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