MODERATOR:

Welcome to today's Coffee Break presented by the Applied Research and Evaluation Branch in the Division for Heart Disease and Stroke Prevention at the Centers for Disease Control and Prevention.

We are fortunate to have **Rashon Lane** as today's presenter, she is a **Behavioral Scientist** on the **Evaluation and Program Effectiveness Team** .

My name is **Joyce** and I am today's moderator. I am an ORISE Fellow on the Evaluation and Program Effectiveness Team .

Before we begin…

All phones have been placed in SILENT mode.

Issues or questions:
☐ Chat box on your screen

MODERATOR:

Before we begin we have a few housekeeping items.

All participants have been muted. However, to improve audio quality please mute your phones and microphones.

If you are having issues with audio or seeing the presentation, please message us using the chat box.

If you have questions during the presentation, please enter it on the chat box on your screen. We will address your questions at the end of the session.

Since this is a training series on applied research and evaluation, we do hope you will complete the poll and provide us with your feedback.
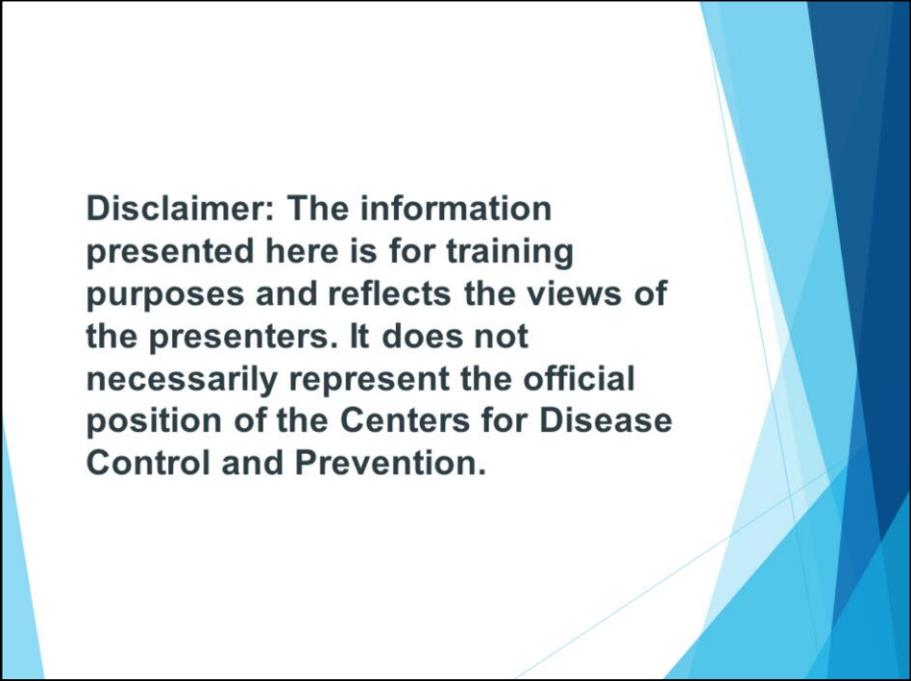
Disclaimer: The information presented here is for training purposes and reflects the views of the presenters. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

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So, without further delay. Let's get started. **Rashon** the floor is yours.
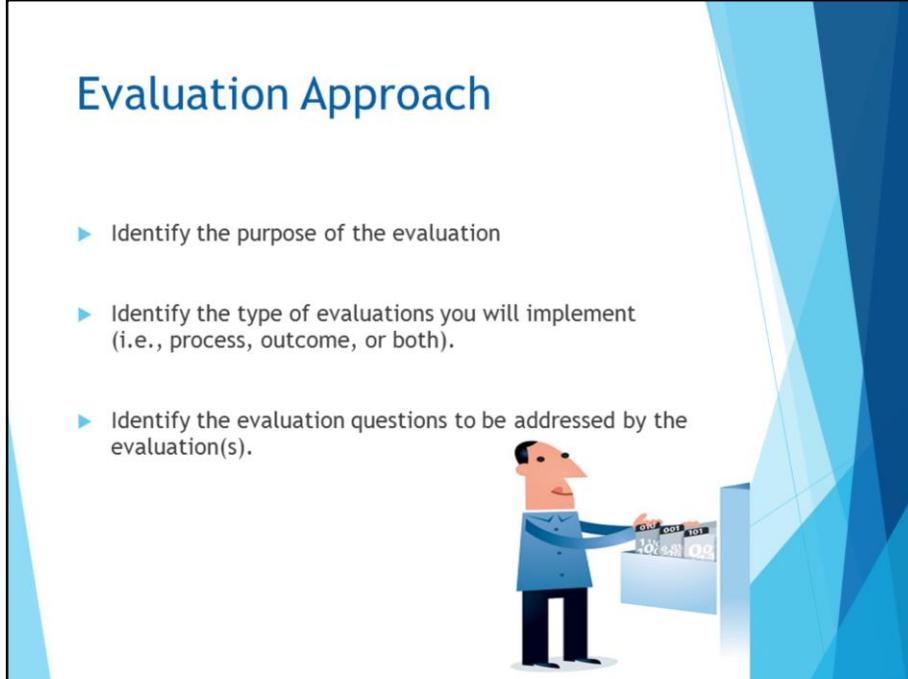
Thanks Joyce .

In today's presentation, I will provide you with an overview of some key considerations in the development of the evaluation component of a public health application, I will highlight some tips for the evaluation approach, performance measures identification, and briefly discuss the importance of having a data management plan.

You may be interested in this presentation because it is time to write an upcoming application or perhaps you're interested in brushing up your grant writing skills. Either way, you should note that this presentation is intended to be a high level overview and provide your with some tips. It is not intended to replace the instructions and guidance listed in the application that you may be applying for.

Thus, the first tip I have is to read all the instructions provided in the application. This will ensure that you understand what the funder is asking and requiring of your program evaluation during the funding period.

Evaluation Approach

▶ Identify the purpose of the evaluation

▶ Identify the type of evaluations you will implement (i.e., process, outcome, or both).

▶ Identify the evaluation questions to be addressed by the evaluation(s).

Now let's discuss the general evaluation approach.

The evaluation approach should be designed to demonstrate that program strategies and activities have been implemented as expected and that the outcomes expected have been achieved. The collection of evaluation data and performance measures are integral in having data to demonstrate the effectiveness of program strategies and to inform ways that you might improve the program. At CDC, we believe that program evaluation findings can contribute to continuous improvement of effective program strategies, can be used to build practice based evidence, and lastly to share lessons learned that support replication or scaling of particular strategies.

The evaluation approach section should be clear to the reader of the application how the evaluation aligns with the goals of the strategies chosen. Specifically, the writer of the evaluation approach should identify the purpose of the evaluation and describe how the evaluation purpose aligns with the stage of program implementation that you are currently in.

When writing the evaluation approach you should ensure to describe the type of evaluation that will be conducted. For example, will you conduct a process evaluation or an outcome evaluation or a combination of both. The evaluation design should be based on the

evaluation questions that you decide to answer. Evaluation questions might address programmatic inquiry around, efficiency, effectiveness, sustainability and even impact. For example, some process level evaluations call for more in depth qualitative data collection, wherein you might use key informant interviews, observation or focus group data. While with some outcome evaluations, it can be useful to use quantitative measures to show the impact of your programmatic activities. You might also consider conducting a case study method, where you implement both quantitative and qualitative data collection.

 Remember, that this is your opportunity to show what you're interested in collecting and what type of data sources are available. You should describe the main evaluation activities that you plan to undertake and highlight how often or the frequency of those evaluation activities. This includes selecting appropriate evaluation questions, methods and data collection processes for specific target populations that might address health disparities. Thus, an evaluation question might ask to what extent has your program activities met it's goals in addressing the systems and structures that create health disparities. You evaluation is your opportunity to collect data that shows if and how you are reaching the goals of your program. It is important that your application provides an evaluation and performance measurement plan that demonstrates how you will fulfill the requirements described.

Here are a few tips to writing your evaluation approach.

First, clearly describe the intended stakeholders of the evaluation and how and when they will be engaged in the evaluation. Identifying the audience (s) of the evaluation early on will help foster partner engagement throughout the funding period.

Secondly, you will want to describe how you intend to disseminate the findings of your evaluation to the audiences that you described as stakeholders in the evaluation. One example of evaluation dissemination is through an evaluation report, but there might be other formats or types, such as policy briefs, infographics or peer review manuscripts that are all modes of dissemination that you can consider.

Third, your evaluation approach section should describe how you will use the findings of the evaluation and how those findings can be incorporated into continuous program improvement. This will highlight how the evaluation is directly related to the implementation of strategies and desired outcomes of the program.

Evaluation Capacity

- ▶ Describe the amount of dedicated financial and personnel resources to program evaluation
- ▶ Identify dedicated staff to conduct evaluation
- ▶ Highlight prior experience in conducting program evaluation

A key component to unlocking your program's potential to effectively implement the evaluation activities that you are proposing is describing your evaluation capacity. In describing your evaluation capacity you should describe the staff, resources and prior experiences and data that you have within your program. Here are at least three things that you should include in discussing in the evaluation component of your application.

First you should describe the dedicated financial and personnel resources to program evaluation. When discussing personnel, the application should Identify if internal or external support will be used to conduct the evaluation.

Moreover, you should highlight prior experience in conducting program evaluation. Provide examples of how this evaluation approach will build upon or differs from prior evaluations that you conducted. For example, will you continue to collect similar data, or will you be conducting a more rigorous evaluation for this is program period.

Next, let's talk about performance measures.

Performance measures are an important component of your overall evaluation approach and help to show that the the program is accomplishing the intended goals and targets. Performance measurement can be thought of as the process of defining, monitoring, and using indicators (usually quantitative) of the performance of programs on a regular basis. CDC uses performance measures for almost all of our funded cooperative agreements for monitoring and management of our programs. Performance measures are also useful in communicating the program's priorities to the implementers. The first step in selecting performance measures is ensuring that the performance measures align with the strategies you will implement. The application will usually indicate which performance measures you will need to collect, how targets will be set, and frequency of reporting. The performance measures align with your program strategies and the overall logic model approach of the overall strategy.

When you are in the early stages of operationalizing performance measures, you may encounter challenges related to definitions, access to data and timeline of reporting. The key terms or the units of analysis may not be specific enough for the user to understand which data should be collected. To alleviate this issue, CDC will work with recipients to operationalizes the performance measures early in the cooperative agreement so everyone

can understand exactly what is included in the measure. You may also encounter challenges related to your data collection timeline. Make sure to plan ahead and recognize that data collection or accessing the necessary data can be very time consuming. Work backwards from your reporting deadlines to make sure you get everything collected in time.

A critical component of collecting and reporting performance measures is to ensure that your program is collecting quality data. This means, that the data collected is reliable, aligns with how the measure is operationalized, and is representative of the target population of the program strategies. Your performance measure plan should include the ways in which you will ensure that you will have quality data throughout the funding period.

So, here are some tips:

The reader of your application wants to ensure that you have the ability to collect the performance measures. For most CDC programs a set of performance measures will be provided for applicants, however it will be your responsibility in your application to show that you have the ability to collect the required performance measures. You can show that you have the ability to collect the data by showing that you have identified a data source, have a plan to collect or extract data, and have the proper personnel to run analyses. If you do not currently have the capacity to collect performance measures, the performance measure plan should describe how you plan to work towards collecting these data and increasing your data collection capacity.

Any examples that you can provide on prior experience in collecting these type of data should be included. This can be in the form of showing trends from previous years, or providing the benchmarks for each performance measure.

Lastly, your performance measure data should feed into your overall evaluation approach of how you will use data to improve the quality of your program. Be sure to highlight ways that you plan to use performance measure data meet the objectives of the cooperative agreement.

For more information on performance measure development, you might check out a previous Division for Heart Disease and Stroke Prevention coffee break from July 2017 on Development of Performance measures.

Now let's discuss one way you will show the reader of your application that you can effectively manage the data you intend to collect for your evaluation. This can be done through a data management plan. A data management plan is a formal written document that outlines how **data** are to be handled both during each phase of the evaluation, and after the project is completed. The data management plan is useful in ensuring that you meet funder requirements and help partners that will work with you to collect your *data understand the data that is collected.*

The purpose of the data management plan is for the applicant to describe how they will assure that the quality of their public health data throughout the life cycle of the funding period.

The data management plan of an application should identify all of the data collection required as part of your evaluation and performance measurement plan. In this plan you should include all activities that will involve collecting data such as surveys, audits, data request and also highlight any data sharing agreements that will need to be established in order to collect data. To this end, you should make note of how key partners in your state, jurisdiction, or community will participate in the planning and collection of that data.

You might be wondering what you should include in your data management plan. the plan

should include:

1. A description of the data to be collected or generated in the proposed project;
2. The data management should provide a description of the data that will be produced as well as how data standards ensured.
3: Mechanisms for or limitations to providing access to and sharing of the data, this should include a description of provisions for the protection of privacy, confidentiality, security, intellectual property, or other rights). This section should address access to identifiable and de-identified data.
4. Statement of the use of data standards that ensure all released data have appropriate documentation that describes the method of collection, what the data represent, and potential limitations for use; and
5. Plans for archiving and long-term preservation of the data, or explaining why long-term preservation and access are not justified. This section should address archiving and preservation of identifiable and de-identified data

In finalizing your data management plan, consider these three questions

1. Are the data accessible?
2. Can we collect the data in a timely manner?
3. Are there validity or quality concerns with the data?

The DMP is a living document that should be updated throughout the life cycle of data.

Data Management Plan

For more information on CDC guidance developing a data management plan, see the link below

▶ https://www.cdc.gov/grants/additionalrequirements/ar-25.html

Your data management plan differs from the overarching evaluation approach discussed earlier because the data management plan will provide more specificity, while the evaluation approach should be written at a higher level to discuss the type and focus of the larger evaluation project. The data management plan can include data from both the program evaluation and performance measure data.

For more information on CDC guidance on a data management plan see the link listed on this slide.

Before we end, remember 1. your evaluation approach should clearly state the type of evaluation design you will implement and discuss why you've chosen this design. 2. your performance measure plan should show that you have the ability to collect the data requested of you in the funding application and 3. the data management should be used as a guide for the reader of your application to clearly understand if you have outlined appropriate data collection activities to be undertaken as part of the funding and for compliance with the monitoring and evaluation guidance established by the funder.

As a reminder, this presentation is not intended to be a foolproof formula or directive for all public health funding applications. You should always pay close attention to the evaluation requirements and instructions in the application in order to meet the expectations of the application. However, these are general evaluation tips and guidance that you may use in crafting an application.

And with that said, now I will give the floor back to Joyce.
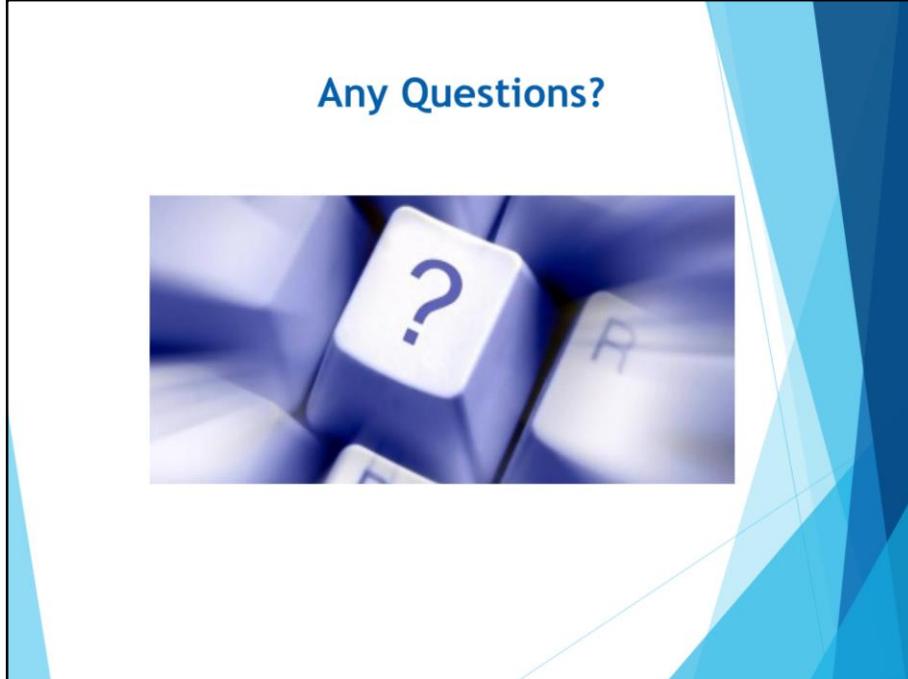
MODERATOR:

At this time, we'll take an questions but first we'll check to see if any questions have come in through the Q&A box.

If we have questions ask the questions posed by the attendees to the presenter

If we do not have questions, proceed with the script below

Since it appears that we have no questions at this time from the audience, we have some questions that we wanted to ask that might be insightful to our participants.

Q: I don't have access to all of the performance measures that are listed in the application, what should I do?

A: In the application, you should make note of the performance measures that you do not have access to. However, you should also note, how you plan to take the steps to get access to that take or create a data collection mechanism to obtain that data. Explain who you will work with, such as partners in your state or locality. Additionally, you can make note of the available resources that you have to ensure that you will be able to gain access to this data

in the future through collaboration or data sharing agreements. Show the reader that you have thoroughly thought through how you plan to collect the performance measures.

Q: I am unsure on how to decide on the design of our evaluation, how do I decide what type of an evaluation approach I should use?

A: Deciding on the type of evaluation to implement is a process that you should begin to engage in early on with your stakeholders and program staff. First look at the stage your program is in. Have you implemented these types of strategies before? If so, you might want to show the impact of your work long term, however if you're just getting started with a particular strategy it might be useful to conduct a qualitative process evaluation, that was questions about the ways in which your program operates to achieve it's goals. Most importantly, your evaluation design should align with the evaluation questions that are of interest to you at this stage.

Please stay with us for three short evaluation poll questions
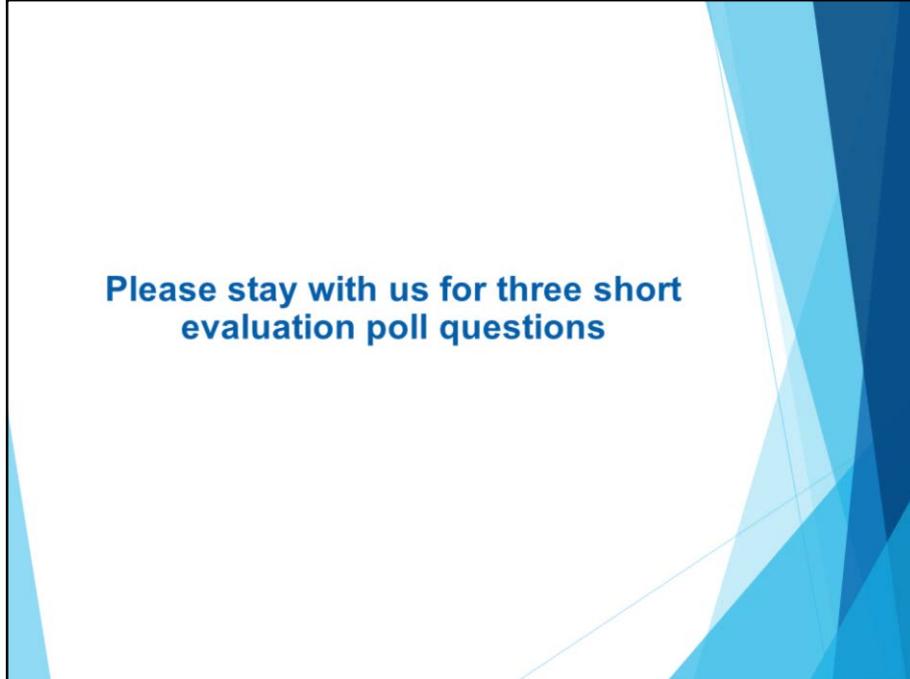
MODERATOR:

Next, please stay with us for three short poll questions.

Please allow a few seconds for the poll to pop up on your screen. We will pause for a few moments after the question is presented to give you time to answer. One moment everyone.

Moderator present poll question. Make sure to read the following after presenting each.

The **[first, second, or third]** question should be showing, it read **[read question and potential answers]**

Please respond with the appropriate answer at this time.

Please stay with us to answer a couple poll questions.

The level of information was
Too basic

About right
Beyond my needs

The information presented was helpful to me.
- Yes.
- Somewhat.
- Not at all.

I plan to attend future Coffee Break sessions
Yes
Maybe
No

Reminders!

All sessions are archived and
the slides and script can be accessed at:
http://www.cdc.gov/dhdsp/pubs/podcasts.htm

If you have any questions, comments, or topic
ideas send an email to:
AREBheartinfo@cdc.gov

Thank you for your participation!

As a reminder, all sessions are archived and the slides and script can be accessed at our Division website. Today's slides will be available in 2-3 weeks.

If you have any ideas for future topics or questions, please contact us at the listed email address on this slide.

MODERATOR:

Our next Coffee Break is scheduled for Tuesday, **March 13th 2018** and is entitled Presenting Qualitative Evaluations

Thank you for joining us. Have a terrific day everyone. This concludes today's call.