Welcome to Evaluville
WHERE COMMUNITY Counts

May 9-10, 2019
Group Agreements

- Minimize distractions (phones, laptops)
- Share the air
- Don’t fight the activity
- ELMO
- Let’s keep our energy levels up
- Have fun!
Learning to Love Your Evaluation

Tom Chapel
CDC’s Chief Evaluation Officer
SPAN, HOP, REACH Evaluation Approach & Updates

Anu Pejavara
Team Lead, Program Evaluation Team
<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>May 31, 2019</td>
<td>Submit updated <strong>Evaluation Plan</strong> and <strong>Data Management Plan</strong></td>
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<tr>
<td>Aug 30, 2019</td>
<td>Submit <strong>Annual Reporting</strong> on performance measures, long term</td>
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<tr>
<td></td>
<td>outcome evaluation, and leveraged funds</td>
</tr>
</tbody>
</table>
Why do we do **Program Evaluation**?

- Inform continuous *program improvement*
- Demonstrate *impact*
- Examine *effectiveness* of activities to *move the field forward*
Milestones
*all strategies

Intermediate Performance Measures
*all strategies

Long Term Outcome Evaluation
*1 strategy – SPAN/REACH
*2 strategies – HOP

Demonstrated progress

Setting & population reach

Health behavior changes
Milestones:
Stepping Stones for Program Progress

Critical steps that must occur to ensure success of activities in recipients’ work plans
Milestones: Stepping Stones for Program Progress

- Specific, concise, measurable
- Finite with a clear completion date
- Progressively build on each other towards intermediate performance measures
Intermediate PMs: Settings and Population Reach Counts
## DNPAO High Obesity Program (HOP) Operationalized Performance Measures

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Setting Count Measure</th>
<th>Population Reach Measure</th>
</tr>
</thead>
</table>
| Physical Activity    | - Routes: Number of potential linear miles, connecting everyday destinations, which have been addressed by new or improved policies and plans.  
- Destinations: Number of new or enhanced sites, connected by activity-friendly routes, which have been addressed by new or improved policies and plans. | - Number of people potentially impacted by new or improved policies and plans.             |
| Healthy Nutrition Standards | - Number of community sites with implemented healthy nutrition standards.  
- Number of venues with implemented healthy nutrition standards for each community site. | - Number of people potentially impacted by implemented healthy nutrition standards in each community site. |
| Food Systems         | - Number of new or enhanced places providing increased geographic and financial access to healthier foods. | - Number of people potentially impacted by increased geographic and financial access to healthier foods. |
• At the Evaluation Institute…
  • Full copies of PM profiles in your folders
  • Evaluation Institute presentations will cover key components
  • THU PM breakout workshops to discuss application of intermediate PMs

• In the profiles…
  • Denominators → Targets – “Projected number of… in the upcoming program year…”
  • Catchment area and settings

• Progress on intermediate PMs will be due annually in August
Evaluation Peer Learning Communities (EPLCs)

• Voluntary recipient groups of 4-14 recipient members
• Led and facilitated by DNPAO evaluators and subject matter experts
• Purpose of EPLCs
  • Review draft operationalized intermediate performance measure profiles for feasibility
  • Share and discuss innovative methods of evaluating long term outcomes
EPLC Topics

Physical Activity
Food Systems
Food Service Guidelines/Nutrition Standards
Breastfeeding
Early Care and Education
Community-Clinical Linkages
Tobacco
EPLCs are taking the next step!

- Phase 1: review of operationalized PMs
  - Had a virtual meeting between Feb-Apr 2019

- Phase 2: focus on ways to evaluate long-term outcomes
  - Will switch participants to those evaluating selected long-term outcomes
  - HOP recipients can participate in more than one
  - Kick-off of Phase 2 is Friday morning breakouts!
Long Term Outcome Evaluation: Health Behavior Changes
### SPAN, HOP, REACH Long Term Outcomes

<table>
<thead>
<tr>
<th>Long term outcome</th>
<th>NOFOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased purchasing of healthier foods</td>
<td>SPAN</td>
</tr>
<tr>
<td>Increased physical activity with an emphasis on walking</td>
<td>SPAN</td>
</tr>
<tr>
<td>Increased breastfeeding</td>
<td>SPAN</td>
</tr>
<tr>
<td>Increased early care and education nutrition and physical activity standards met</td>
<td>SPAN</td>
</tr>
<tr>
<td>Reduced health disparities in chronic conditions (i.e., hypertension, heart disease, type 2 diabetes, obesity)</td>
<td>REACH</td>
</tr>
<tr>
<td>Increased tobacco free living</td>
<td>REACH</td>
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</tbody>
</table>
Evaluation Plan Templates

• 3 different templates for SPAN, HOP, and REACH
• Plans are for 5 years
• Plans should align with workplans, milestones, and intermediate PMs
• Recipients select:
  • Strategy and sub-strategy
  • Corresponding long-term outcome
  • Corresponding outcome evaluation question
• Draft Evaluation Plans were submitted to CDC on Apr 5, 2019
### Evaluation Plan Templates

<table>
<thead>
<tr>
<th>3b. Evaluation Question</th>
<th>3c. Indicator</th>
<th>3d. Data collection methods</th>
<th>3e. Staff or Partner Responsible</th>
<th>3f. Timeline</th>
<th>3g. Data Analysis Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>List each of your evaluation questions. At minimum, include the outcome evaluation question that corresponds to your selected strategy, per above.</td>
<td>Add rows, if more than two indicators align with one evaluation question.</td>
<td>(e.g., survey, observation, focus group)</td>
<td>Name of person or partner</td>
<td>Specify target date (e.g., quarter, program year)</td>
<td>What descriptive analyses will you perform? What other forms of data analyses will you perform (e.g., inferential for quantitative, explanatory for qualitative)?</td>
</tr>
</tbody>
</table>

#### 3h. Data Collection Timeline

Describe the overall evaluation timing and frequency of data collection.

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#### 3i. Dissemination Approach

Describe when and how evaluation results will be used and with whom results will be shared. Please describe how your partners (e.g., stakeholders, priority population(s), community members) will be engaged in the dissemination of evaluation results.
Questions give focus or set boundaries around your 5-year evaluation.

At a minimum, recipients required to include outcome evaluation questions that correspond to selected strategy/sub-strategy.

Recipients encouraged to identify additional evaluation questions.

Additional questions can:
- Span different stages of implementation across the 5 years
- Assess partnerships, barriers, facilitators, unintended consequences
- Be formative, process, or outcome

CDC evaluators are available to consult on additional questions as needed.
<table>
<thead>
<tr>
<th>Topic</th>
<th>SPAN</th>
<th>HOP</th>
<th>REACH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical activity</td>
<td>2</td>
<td>15</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>Breastfeeding</td>
<td>1</td>
<td>-----</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Community-clinical linkages</td>
<td>-----</td>
<td>-----</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Tobacco</td>
<td>-----</td>
<td>-----</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Early Care and Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECE physical activity and nutrition</td>
<td>3</td>
<td>-----</td>
<td>-----</td>
<td>3</td>
</tr>
<tr>
<td>ECE physical activity</td>
<td>2</td>
<td>-----</td>
<td>-----</td>
<td>2</td>
</tr>
<tr>
<td>ECE nutrition</td>
<td>4</td>
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<td>------------------------------------------</td>
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<tr>
<td>Nutrition</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FSG/nutrition standards</td>
<td>4</td>
<td>11</td>
<td>6</td>
<td>21</td>
</tr>
<tr>
<td>Food systems: enhance procurement and</td>
<td>-----</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food systems: improve state/local programs or systems</td>
<td>-----</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
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</table>
Reflections from Reviewing Draft Evaluation Plans

• Only needed to select 1 out of 3 nutrition sub-strategies instead of 2 or 3

• Operationalizing long-term outcomes to ensure:
  • Feasibility
  • Alignment with settings/context
  • Filling gaps in the literature

• 5-year Evaluation Plans are working documents

• Updated Evaluation Plans due to Evaluator (cc PO) by May 31, 2019
Data Management Plans (DMPs)

- Requirement of CDC-funded projects per NOFO

- Draft DMP (when applicable) will be due on May 31, 2019 with your Evaluation Plan

- DMP is a working, iterative document that should span the 5-year cooperative agreement

- DNPAO Evaluator is available to help you
What is a DMP?

A Data Management Plan (DMP) is a written description of the processes involved for the collection, protection, sharing, and long term preservation of public health data.
What are “public health data”?

• “Public health data” means digitally recorded factual material commonly accepted in the scientific community as a basis for public health findings, conclusions, and implementation.

• “Public health data” do NOT include grantee progress reports, process monitoring data, administrative data, preliminary analyses, drafts of scientific papers, plans for future research, reports, communications with colleagues, or physical objects, such as laboratory notebooks or laboratory specimens.
What are “public health data”?

• Doesn’t apply to performance measures
• May apply for your long-term outcome evaluation activities
• May apply for primary data collection and for public health findings you plan to publish
• Doesn’t typically apply to the acquisition or use of secondary data
Components of a DMP

1. A **description** of the data to be collected or generated in the project

2. **Standards** to be used for collected or generated data

3. Mechanisms for, or limitations to, **providing access** to the data, including a description of provisions for the protection of privacy, security, property rights

4. Description of **data standards** and documentation accompanying release

5. Plans for **archiving and long-term preservation** of the data, or explaining why long-term preservation and access are not justified
A DMP is a five-year *working* document that should be aligned with your finalized Evaluation Plan, so it is acceptable to note that portions of the DMP will be determined at a later date and updated annually.

<table>
<thead>
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<th>Recipient Name</th>
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<tbody>
<tr>
<td>Principal Investigator</td>
</tr>
<tr>
<td><em>(Name, Title, Email)</em></td>
</tr>
<tr>
<td>Evaluator</td>
</tr>
<tr>
<td><em>(Name, Title, Email)</em></td>
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1. **Description of the data to be collected or generated in the project** – briefly summarize the type of study, study design, and timeframe. You may reference your Evaluation Plan.

   *Example*: *We will collect data on the number of people using built environment changes in three target communities. These data will be collected annually over the course of the five-year cooperative agreement, beginning in Year 2. Additional detail is provided in the Evaluation Plan.*

2. **Description of the standards to be used for the collected or generated data** – briefly summarize the methods and procedures that will be used to ensure the quality of data.

   *Example*: *Methods and procedures that will be used to ensure the quality of data will be determined at a later date and updated annually per NOFO requirements.*

3. **Mechanisms for, or limitations to, providing access to the data, including a description of provisions for the protection of privacy, security, and property rights** – provide a brief description of provisions for the protection of privacy, confidentiality, security, intellectual property, or other rights.
DMP Reminders and Next Steps

• Draft DMP (when applicable) will be due on May 31, 2019 with your Evaluation Plan

• DMP is a working, iterative document that should span the 5-year cooperative agreement

• DNPAO Evaluator is available to help you
Annual Reporting Guidance

Performance Measure Progress
*all strategies

Progress on Long Term Outcome Evaluation
*1 strategy – SPAN/REACH
*2 strategies – HOP

Performance Measure Narrative
*all strategies

Leveraged Funds
*all strategies combined
Annual Reporting Guidance

Performance Measure Progress

• Catchment Area
• Setting
• Data Source
• Baseline
• Year 1 Counts
• Year 2 Targets

Will be submitted in Award Management Platform (AMP)
Annual Reporting Guidance

Performance Measure Narrative

*all strategies

- For each intermediate PM
  - Progress
  - Facilitators
  - Barriers

- Potential additional questions
  - Community Assessments (in Years 1-2)
  - Collaboration (in Years 2-5)
  - Sustainability (in Years 2-5)
Annual Reporting Guidance

Progress on Long Term Outcome Evaluation

*1 strategy – SPAN/REACH
*2 strategies – HOP

• Optional in Year 1
• Required in Years 2-5
• Will mirror Evaluation Plan template
• Changes/progress on evaluation questions and indicators
• Data collected
• Evaluation Plan can be updated to reflect changes
Annual Reporting Guidance

- Possible Categories
  - Partner Contribution
  - Other federal, state, or local funds/grants
  - Volunteer Hours
  - Labor
  - Physical Capital/Resources
  - Other

Leveraged Funds
*all strategies combined
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