

CDC Evaluation Process

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Help! Someone Wants Our Program to be Accountable

- We live in a data driven world
 - The trick is using all available data sources
 - Not all data points are numeric in nature
 - There are only 10 types of people in the world — those who understand binary, and those who don't.
- The key to sustainability is showing progress and highlighting changes to improve this progress in the future

Can we really see change?

- That depends...
- Identify your audience first
 - Funders and Potential Funders (Reporting Requirements, New Monies)
 - Decision Makers (Policy Change, Reporting Requirements)
 - General Public (Public Support)
 - Other Health Programs (Replication of projects)

If you build it...

- Evaluation Framework
 - CDC's *Framework for Program Evaluation in Public Health Practice* ¹
 - Originally published in 1999 in *Morbidity and Mortality Weekly Report*
 - Adapted in 2001 specifically for Tobacco Control
 - Six Step Process

The 6-Step Program

- Engage Stakeholders
- Describe the Program
- Focus the Evaluation and Design
- Gather Credible Evidence
- Justify Conclusions
- Ensure Use of Evaluation Findings and Share Lessons Learned

Engage Stakeholders

- Three major groups of stakeholders
 - Those served by the program, or by proxy those impacting the community
 - Those involved in program operations
 - Decision makers
- All plans should identify areas for Stakeholder input
 - Key stakeholders may be asked to regularly participate

Describe the Program

- Need for the program
 - Consequences for the state and community
 - Size of the problem
 - Determinants of the health problem
 - Target Groups
 - Changes or trends that are occurring

Describe the Program Cont.

- Goals and Objectives
 - Goals are the overall purpose of the program
 - 4 Goals of a Comprehensive Tobacco Prevention Program
 - Objectives are the steps leading to goals and the changes required to achieve the goals
 - Written in SMART format (Specific, Measurable, Achievable, Relevant, Time bound)

Describe the Program Cont.

- Program Resources, Activities, Outputs, Outcomes and Goals can be placed in a logical format to create a roadmap of change
- Known as a logic model

Focus the Evaluation and Design

- Identify the Types of Evaluation that can be used
 - Formative (How will my product be viewed by the target audience)
 - Process (Did we reach the people we thought we would)
 - Outcome or Impact evaluation (What change did we see in the population of interest)

Gather Credible Evidence

- Identify Indicators of each outcome
 - Comprehensive list provided by the CDC through the *Key Outcomes Indicators*
 - Should include at least one indicator per outcome
- Identify Appropriate data sources
 - How often is the information required? At what level of detail? How much does it cost? Is there another source to compare it to across locations and time?

Justify Conclusions

- Identify the Format of your Evaluation
 - Reporting Form (Quarterly, Semiannual, Final)
 - Legislative Brief (Short Policy Focused)
 - Technical Document (Scientific or Formal Evaluation)
 - Media Press Releases

Ensure Use of Evaluation Findings and Share Lessons Learned

- Return to all potential audiences
 - Is the format and language used appropriate for these audiences?
 - What changes, both positive and negative, could result from the conclusions?
- Dissemination plan
 - What media will be used to distribute findings?
 - How will feedback be gathered?

Sources

1. MacDonald G, Starr G, Schooley M, Yee SL, Klimowski K, Turner K. Introduction to Program Evaluation for Comprehensive Tobacco Control Programs. Atlanta (GA): Centers for Disease Control and Prevention; 2001