Comprehensive Evaluation Plan
Plan Name:
Overview

Who is the primary point of contact for this evaluation plan?
Name:
Title:
Affiliation:
Phone:
Email:

Anticipated start date of intervention (month/year):

Anticipated end date of intervention (month/year):

Description:

In this section, provide detailed information about what you are evaluating, for example, your program’s strategies, processes, policies, etc. For ease of reference, we use the term “program” below to refer to “what you are evaluating,” though you may be evaluating something other than a program. The information from this section may be copied from your original grant application, as applicable.

In this section, describe the need for the program, intended audience, and stage of development. You will also provide information about its inputs, activities, outputs, and outcomes and will develop a logic model. In the narrative portion, include information that might not be obvious when using the “shorthand” of the logic model.

Need
What need is your program designed to meet?

Population Addressed

Who is included in the population for whom activities are intended?

Stage of Development

How long has the program been in place?

Is it in the planning or implementation stage?
Resources/Inputs

What resources are available to support the program (e.g., staff, money, space, time, partnerships, technology, etc.)?

Activities

What specific activities are conducted (or planned) to achieve the program’s outcomes?

Outputs

What do the activities produce (e.g., materials developed, units of services delivered)?

Outcomes

What are the program’s intended outcomes? Intended outcomes may be short-term (1-3 years), long-term (4-6 years), or impact changes (6+ years) and are changes that occur in something outside of your program.

What outcomes do you ultimately want to change as a result of your program activities (impacts)?

What occurs between your activities and the point at which you see these ultimate impacts (short-term and long-term outcomes)?

Logic Model

Include a logic model for your program.

Evaluation Questions

Please list a minimum of three evaluation questions in the table below. Evaluation questions should relate to the intended outcomes/impacts your program activities. Acceptable outcomes include changes in individual health knowledge, behaviors, or status/condition. Other acceptable outcomes include changes to health environments (i.e. improved access to care, increased availability of fresh fruits and vegetables, etc.) In addition, all questions should inform the evidence base and/or contribute to program improvement.

Process evaluation questions are not appropriate for the purposes of this outcome evaluation plan, however, as part of your grant reporting process, you may also be required to report information about program reach and implementation to monitor your program’s progress.
## Evaluation Design

<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>What indicators will be measured to address this question?</th>
<th>Describe how this question will contribute to the evidence base, program improvement,</th>
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*Please describe the overall evaluation design, including the number and description of any comparison groups (if applicable) and the timing and frequency of data collection (e.g., before and after implementation).*

*Will you collect data from the same individuals over time (longitudinal) or from independent samples at each time point (cross-sectional)?*

*What is the rationale for using this design?*

## Instruments

*Please list each of your evaluation instruments/data sources. If you know the indicators you want to measure, but have not yet selected the instruments, indicate "TBD" for the instrument. Please include available instruments as attachments when you submit your evaluation plan. Grantees are strongly encouraged to use existing data collection tools that have been validated as valid and reliable where possible.*

<table>
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<tr>
<th>Instrument/ Data Source</th>
<th>Reference</th>
<th>Please describe any modifications made to the original instrument</th>
<th>What key indicators are measured by this instrument/data</th>
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Sampling Plan

Complete this section for each of the instrument/data sources listed in the table above.

Instrument Name:

Describe the size and characteristics of your desired sample for this instrument/data source. Please note any age, ethnic, gender, or other requirements for the sample.

What sample size is needed to have enough power to detect a significant outcome? Awardees are encouraged to conduct a power analysis to answer this question.

How will you recruit and/or select participants to respond to this instrument?

Will you use participation incentives to promote response rate to the instrument?

Data Collection Plan

Complete for each of the instruments/data sources listed in the table above

Instrument Name:

Describe the data collection method and protocol for this instrument (e.g., observation, survey, records transfer, interviews, etc.):

Who will administer this instrument/collect the data?

How will you train data collectors to ensure data are collected accurately and reliably?

How many times will you administer this instrument and when?
Data Analysis Plan

Complete a data analysis plan for each evaluation question.

Evaluation Question:

What indicators will be examined?

What variables (how you operationalize your indicator) will be examined and in what form (i.e. nominal, ordinal, ratio)?

What inferential analyses will you conduct to answer your evaluation question?

What procedures will you conduct to test your assumptions?

Dissemination Plan

How do you plan to share the results of your evaluation findings with your stakeholders, program participants, and other audiences (i.e. peer reviewed journals, conferences, etc.)?

Evaluation Team Members

Who are the members of your evaluation team and what are their previous evaluation experiences?

Please list the following information for each member of the evaluation team.

Name:
Title:
Organization:
Description of qualifications and/or previous experiences (alternatively attach resume/cv):