



# Healthy Weight Partnership

## Development of an Evaluation Plan

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# Objectives

- Goals for the evaluation
- Proposed approach
- Initial evaluation questions and methods
- Feedback and discussion



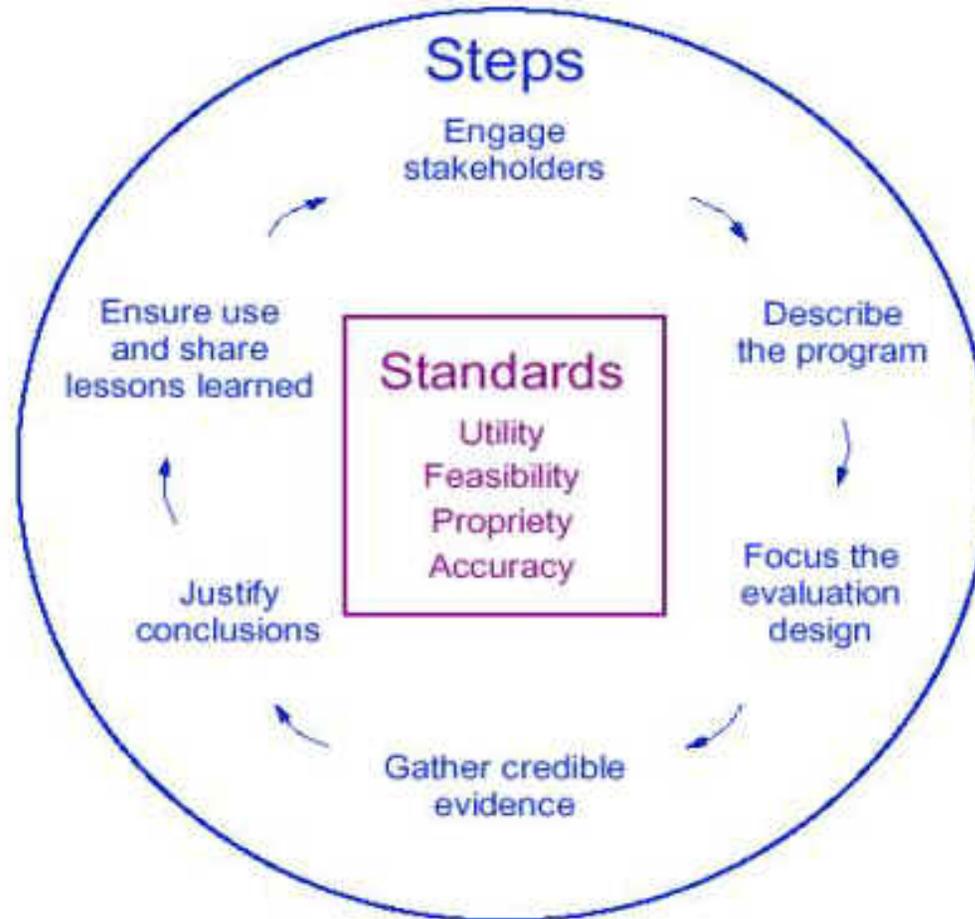
# What to Evaluate?

- Utilization focus
- Formative vs. Summative
- Outcomes
- Process





# CDC Evaluation Framework



MMWR 1999; 48(No.RR011)



# Who will use the evaluation?

- Stakeholders may include:
  - Program staff
  - Partner agencies
  - Local, state, and national leadership
  - Funders
  - Community members





# Why engage stakeholders in evaluation?

- Produce a more complete picture
- Promote cooperation and ownership



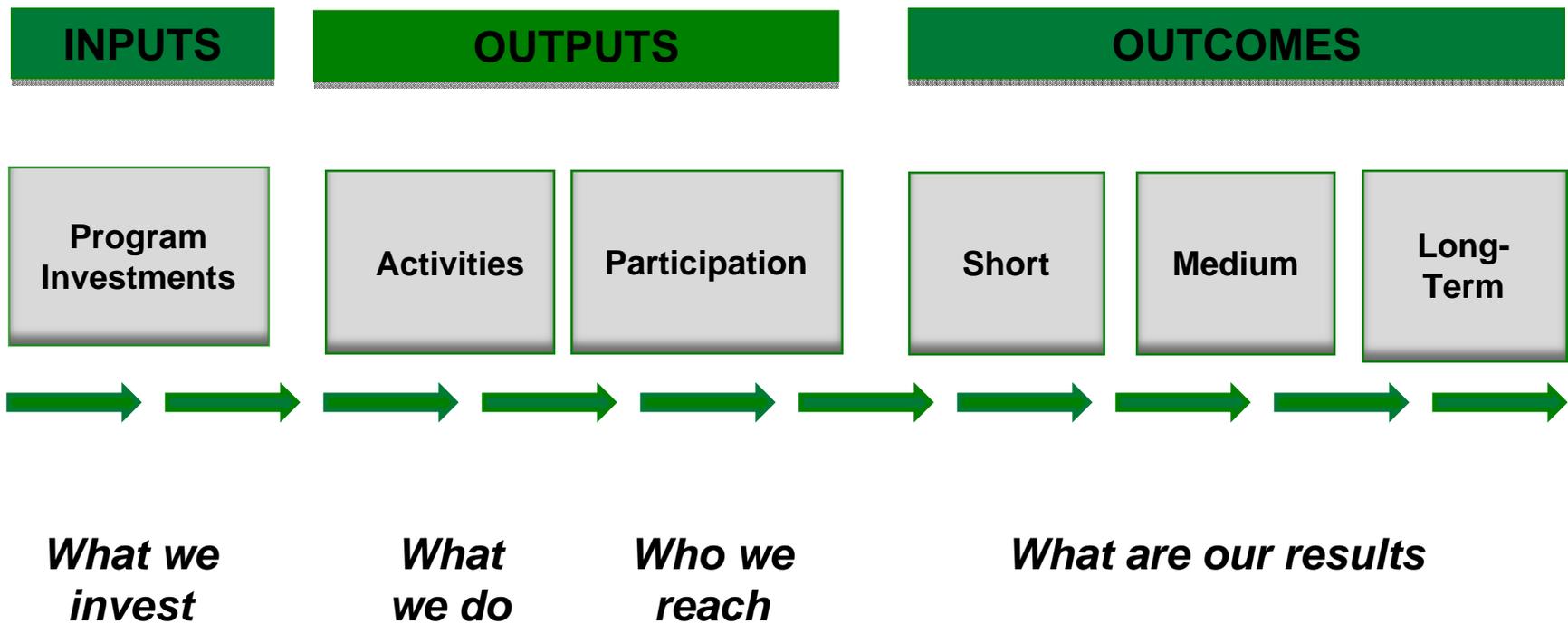


# Proposed Approach

- Participatory
- Scope
  - CDC guidance documents
  - Based on existing partnership logic model
  - Multi-method
  - Multi-level



# Logical chain of Connections





# Evaluation Scope

- Process
- Content
- Dissemination and Awareness
- Initial Outcomes
- Intermediate and Long-Term Outcomes



# Process

- How does the development and dissemination of the Strategic Plan contribute to:
  - *A thriving and effective statewide partnership*
  - *Leadership and governance capacity*





# Content

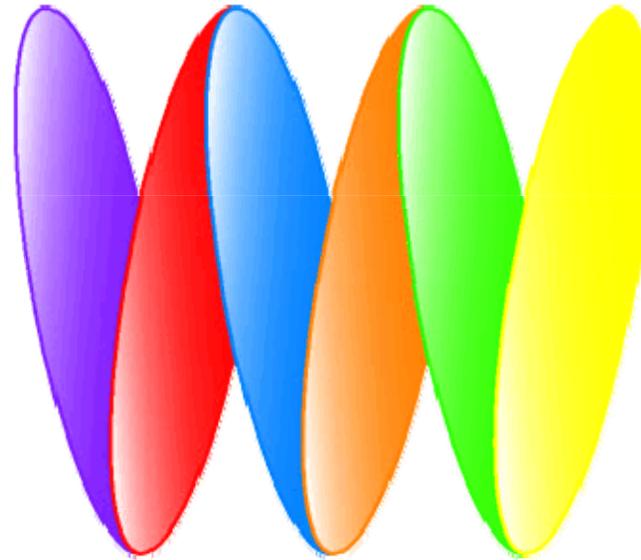
- Are the elements of the Strategic Plan likely to contribute to success:
  - Does it represent the needs of stakeholders?
  - Is it reflective of best practice?
  - Does it provide leverage points?





## Content *(continued)*

- What are the proposed goals and activities?
  - Do they promote achievement of short and long term outcomes?





## Content *(continued)*

- Is the plan designed to utilize evaluation and surveillance data in the development of successive implementation plans?
  - How does the plan track progress along the way?





# Dissemination & Awareness

- What is the reach of dissemination activities related to the Strategic Plan?
  - What is being done?
  - Who is participating?





# Dissemination & Awareness

*(continued)*

- Do outreach and education activities conducted to disseminate the Strategic Plan promote:
  - Knowledge of effective solutions?
  - Local Capacity to implement solutions?





# Initial Outcomes

- Are proposed implementation activities completed?
- Are there an increased number of local entities?
  - Assessing policies and environments?
  - Creating action plans for change?
  - Achieving local policy change?



# Intermediate & Long-Term Outcomes

- Increased knowledge
- Improved behavior
  - Physical activity
  - Healthy eating
  - Breastfeeding





# Process Evaluation Methods

- Assess partner involvement with regard to diversity goals
  - Review of Partnership documents such as:
    - Membership lists
    - Meeting minutes and attendance
    - Strategic Plan & successive Implementation Plans
  - Solicit Partner feedback
    - Survey
    - Interviews



# Process Evaluation Methods

(continued)

- Activity tracking
  - Program reports
  - Dissemination documents (letters, press releases, public statements)
  - Media stories that may result from dissemination



# Outcome Evaluation

- Ongoing Surveillance
  - Collaborate with the surveillance and evaluation subcommittees
  - Utilize existing data sources





# Discussion

- Please provide feedback:
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