



# Evaluation Plan Presentation for RFA-ES-09-001

Christie Drew, PhD  
Program Analysis Branch, NIEHS  
[drewc@niehs.nih.gov](mailto:drewc@niehs.nih.gov)



## Required component III: Evaluation plan

- Evaluate the project's processes and/or outcomes
- Reflect program goals and objectives
- Address the intended purpose, intended audience(s), duration and frequency of evaluation activities (scope), cost, participation (staff and partners), and the expected product
- A conceptual framework, or logic model, that describes program goals and objectives in terms of inputs, activities, outputs and outcomes can be useful for developing evaluation measures.



## What are the key steps in an evaluation?

1. Conceptualize the program
2. Define the evaluation purpose
3. Determine the evaluation design
  - Audience
  - Duration and frequency of data collection, schedule
  - Cost
  - Partner participation
4. Collect and analyze data
5. Share and use the evaluation results



### What is a “process” evaluation?

- Examines relationships among inputs, activities and outputs.
- Inputs = resources
- Activities = the “work” being done by the program
- Outputs = direct results of program activities
- Examples:
  - Interaction and association among various partners (e.g., number, type, location of activities with partners)
  - Development and dissemination of education and training information (e.g., number, type, cost, content of materials developed, level of community involvement in choosing subject for materials)



## What is an “outcome” evaluation?

- An outcome evaluation examines specific changes expected to result from the program (attitudes, behaviors, knowledge, skills, status and/or level of functioning).
- Examples
  - The usefulness of materials developed about an exposure (e.g., proportion of participants reporting high satisfaction with materials)
  - Exposures reduced by the program (e.g., proportion of participants reporting lower use of household pesticides)
  - Public health outcomes (e.g., fewer lost school days resulting from asthma attacks)



## What is a logic model?

- A logic model helps with the conceptualization of a program.

Inputs	Activities	Outputs	Short term Outcomes	Long term Outcomes
What resources are needed?	What will be done?	What will be produced?	Changes in 1-5 years	Changes in 6-10 years
\$ Staff time Equipment Partnerships	Visit homes Hold community meetings Collect data Publish	Peer reviewed papers Website Visits Cost/unit	50% community participation in program	Reduce lost sick days from asthma

- Logic model resource: Logic Model Development Guide (2001) available through the W. K. Kellogg Foundation website (<http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>).



## What are some examples of the evaluation purpose

- Make improvements
- Show results to a specific constituency
  - Community groups, Funding agencies, Congress
- Inform a decision
- Identify strengths and weaknesses



# Evaluation resources

- American Evaluation Association Guiding Principles for Evaluators training package : <http://www.eval.org/GPTraining/GPTrainingOverview.asp>
- CDC Evaluation Working Group : <http://www.cdc.gov/eval/>
- The Evaluator's Institute : <http://www.evaluatorsinstitute.com/>
- NIST Toolkit for Evaluation Public R&D Investment : <http://www.atp.nist.gov/eao/gcr03-857/contents.htm>
- W.K. Kellogg Foundation Logic Model Development Guide: <http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>
- WHO Environmental Health Services Evaluation Manual: [http://www.euro.who.int/InformationSources/Publications/Catalogue/20010910\\_24](http://www.euro.who.int/InformationSources/Publications/Catalogue/20010910_24)
- Fogarty International Center: Framework for Program Assessment (Evaluation and Review): [http://www.fic.nih.gov/about/plan/eval\\_framework.htm](http://www.fic.nih.gov/about/plan/eval_framework.htm)