



Part of the SS/HS Framework Implementation Toolkit

1. Plan

2. Implement

3. Sustain and Expand

Comprehensive Evaluation Planning

The following checklist can be used as a guide to develop your comprehensive evaluation plan. Clearly outlining an evaluation plan prior to implementing a new program or initiative in your local community will ensure that you are well prepared to monitor the implementation and outcomes and inform continuous quality improvement.

I. *Develop an Evaluation Narrative*

An evaluation narrative may be developed for internal and/or external purposes to organize the evaluation plan, ensure transparency about the methods among stakeholders, and confirm that everyone involved in the evaluation understands and supports the plan.

- Describe the evaluation process, including:
 - Data collection instruments
 - Evaluation methods
 - Analyses
 - Reporting interval and audience/stakeholders
- Describe continuous quality improvement processes and how data will be used.
- Clearly link the evaluation narrative to the logic model goals and objectives.

II. *Process Questions (select all that apply)*

Process questions help answer how your program is being implemented. This helps determine intervention fidelity and can inform stakeholders about the implementation process. Process data also help with interpretations of outcome data.

- What types of adaptations were made, why, and to what degree?
- How were children and families engaged in the process?
- Who provides what services to whom?
- What is the context and/or cost of services?
- What are the critical components and activities of the program?
- What aspects of the implementation process are facilitating success or acting as stumbling blocks?

- Are the program providers receiving the proper amount of training and supervision to ensure fidelity?
- To what extent does what is being implemented match the program as originally planned?
- Do program participants understand the program and its intended objectives, and are they able to participate fully in the required components of the program?
- What strengths can be built upon to improve the program? Conversely, are there gaps or deficiencies in the services or activities being provided that need to be addressed?

III. *Outcome Questions (select all that apply)*

Outcome questions help answer whether changes have occurred for the people participating in the program; the goal is understanding to what extent those changes are related to specific program components. Magnitude and direction of changes are important in order to indicate the effectiveness of your program.

- What performance was observed in key areas as compared to baseline?
- What effects were observed by program participants' knowledge, attitudes, or behavior?
- What program factors (individual characteristics of implementers, those receiving the program, fidelity, or process indicators) were associated with outcomes?
- What unexpected outcomes were observed?
- What is the cost–benefit ratio or cost effectiveness of the program?
- Are there important dosage effects or differences in outcomes based on how many program modules or sessions were implemented, the length of sessions, attendance rates, or other variables?

IV. *Additional Considerations*

- Plan ahead to report your findings.
- Confirm staffing and timelines.
- Ensure protection of human subjects.