

Evaluation Plan Guidelines

Within the proposal, the evaluation plan must include: 1) evaluation plan narrative 2) a logic model, and 3) a communication and reporting plan. There is a three-page limit.

1. Evaluation Plan Narrative: In a narrative format, provide a description for the following information:
 - A. Overall evaluation study design and rationale
 - B. Evaluation aims and hypotheses
 - 1) Provide statements regarding the overall goal and purpose of the evaluation
 - 2) Provide statements regarding any hypothesized impacts of the program
 - C. Process and outcome evaluation activities
 - D. How evaluation results will be used to improve or tailor the program
 - E. How the evaluation plan incorporates elements of health equity
2. Evaluation Logic Model (not included in page limit): Provide a graphic illustration of the program inputs, activities, and outputs, along with their corresponding short, intermediate, and long-term outcomes. See Attachment F for the template.
3. Communication and Reporting Plan: Include information on how you will disseminate evaluation findings to CDPH as well as community stakeholders and partners. Describe who the findings will be shared with, and in what form(s) (e.g., report, presentation, manuscript).

Upon award, the selected Grantees will submit an updated evaluation plan with the following components: 1) outcome data collection, 2) process data collection, 3) data analysis and management plan 4) human subjects review (if needed), 5) potential challenges, and 6) an evaluation timeline.

1. Outcome Data Collection: Describe the outcome evaluation activities that will be conducted (e.g., observation data collection, surveys, interviews). Include information about the:
 - A. Design type (experimental, quasi-experimental, or non-experimental) and rationale
 - B. Data collection instrument development
 - C. Data collection procedures and protocols
 - D. Indicators: Summary of how indicators will measure evaluation outcomes
 - E. When measurements will be performed (e.g., post-test only, pre- and post-test)
 - F. How data will be collected (e.g., surveys, observations, interviews, focus groups)
 - G. Sampling and recruitment strategy (include sample size rationale and information on incentives)

2. **Process Data Collection:** Describe the process evaluation activities that will be conducted (e.g., surveys, focus groups, key informant interviews, attendance of participants, program adherence). Include information about who the participants are, the number anticipated to participate in the process evaluation activities, and the frequency of the process evaluation activities. Include information about:
 - A. Data collection instrument development
 - B. Data collection procedures and protocols
 - C. Indicators: Summary of how indicators will measure process outcomes
 - D. Sampling strategy
3. **Data Analysis and Management Plan:** All projects should include a data analysis and management plan. This section should describe how the data will be analyzed, as well as what steps will be taken to ensure data integrity and security.
 - A. Describe the overall strategy, methodology, and analyses to be used to accomplish the evaluation aims. Describe any potential weaknesses in the approach and what methods or practices will be used to address weaknesses or limitations, reduce, or eliminate bias in the results, and maximize the reliability of analytical results. Additionally, identify any software tools that will be used to conduct these analyses.
 - B. Describe policies and procedures for maintaining the quality, integrity, and security of data that are collected as part of evaluation (e.g., data entry, cleaning, and storage)
 - C. **Data security:** Indicate who and how many people will have access to evaluation data. If any identifying data will be collected from participants, describe how these data will be secured to protect participants' privacy.
4. **Human Subject Review (if applicable):** All projects proposing primary data collection will need to include information on obtaining Institutional Review Board (IRB) approval or exemption. Identify the IRB that will be used for the evaluation and the procedure for sending IRB application materials to CDPH and the IRB. Include plans for providing the IRB approval or exemption letter to CDPH. Describe the procedures for obtaining informed consent from participants, including assent or parental waivers where appropriate.
5. **Potential Challenges:** Describe the strengths and weaknesses in the evaluation approach. Include information on how you will address any limitations in your evaluation plan. Applications should also describe potential challenges that may hinder the evaluation process. This may include challenges in the data collection process, timeline, measurement development, etc. A plan for overcoming and addressing these challenges throughout the evaluation should be included.

6. Evaluation Timeline: Provide a description or diagram describing the evaluation timeline, including the timeline for dissemination.