

DP18-1815 Category B
Recipient Evaluation Plan Guidance
Year 3- Effectiveness
Due Date: Spring, 2020

DP18-1815 Category B recipients will submit an updated evaluation plan each year detailing their approach for the upcoming evaluation year. For **Year 3**, Category B recipients will develop an evaluation plan that aligns with their work plan to identify opportunities for improving the effectiveness of the program and to assess the program’s reach and early outcomes (e.g., health behavior changes, policy and systems changes, and improvements in health outcomes). Recipients will also re-assess the facilitators and barriers to program implementation. Evaluation questions and indicators should be designed to show changes over time in all outcome areas. Results from the Year 3 evaluation may provide the information needed to make programmatic adjustments necessary to ensure intended health outcomes are achieved. For more information on the Year 3 reporting deliverable (Effectiveness Brief), please refer to the *DP18-1815 Category B Year 3 Evaluation Reporting Deliverable Guidance and TA Tool*.

Yr	Core Area	Overarching Evaluation Questions	Reporting Deliverable	Due dates
3	Effectiveness	<p>1. To what extent has the recipient increased the reach of Category B strategies to prevent and control cardiovascular disease?</p> <p>2. To what extent has implementation of Category B strategies led to improved health outcomes among the identified priority population(s)?</p> <p>3. What factors were associated with effective implementation of Category B strategies?</p>	Effectiveness Brief	<p><u>Evaluation plan with Continuation Application (align with Year 3 work plan) in Spring, 2020</u></p> <p><u>Reporting Deliverable Sept 30, 2021</u></p>

The evaluation plan should describe in detail the evaluation design and data collection for the specific activities that the recipient intends to evaluate in Year 3 for each of the three strategies selected to evaluate. Recipients should use the **Effectiveness** evaluation questions proposed in their Multi-Year Evaluation Plan as a starting point and elaborate on them for each strategy. Recipients should add their Year 3 Evaluation Plan (as a separate table) to the evaluation plan submitted in the EPMP in Year 2, which includes all required components.

For each strategy selected to evaluate, please include the following:

- ✦ **Activity(ies):** *If needed, please provide an update to the of the specific activity(ies) in your work plan that you plan to evaluate.*
- ✦ **Evaluation Questions:** *What you want to know.*
- ✦ **Indicators:** *A specific, observable, and measurable characteristic or change that shows progress toward achieving a specified objective or outcome. Indicators are typically a number or percent for quantitative indicators (and qualitative indicators usually begin with “description of...”).*
- ✦ **Data Source:** *Where you will collect the data (e.g., interview transcripts, program records, survey data, etc.). List a source for each indicator.*
- ✦ **Data Collection Methods:** *How you will collect the data (e.g., in-depth interviews, focus group discussions, survey, etc.).*
- ✦ **Data Collection Timing:** *When you will collect the data (i.e., start-end date and frequency).*
- ✦ **Data Analysis:** *What type of analysis you will apply to the data (e.g., descriptive statistics, thematic analysis, etc.).*
- ✦ **Person Responsible:** *Who is responsible for collecting data for the indicator(s).*
- ✦ **Communication/Dissemination Strategy:** *How you will share findings (i.e., distribution products, channels, and timeline) and how findings will be used by the program.*

Note: Recipients should also plan to submit updates to their data management plan (if needed) and any changes that have been made to the multi-year evaluation approach with the Year 3 Evaluation Plan **in Spring, 2020**. Please be sure to **highlight any changes made in yellow**. **Specific submission instructions will be provided prior to the submission deadline.**

