Facilitating Evaluation Planning in Coalition Workgroups

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Overview of Presentation

- Overview of Comprehensive Cancer Control
- About the Comprehensive Cancer Control National Partnership
- Evaluation Approach
- Current Status and Next Steps
Cancer Burden in the US

- Through the National Program of Cancer Registries (NPCR), CDC collected detailed information on over 1,660,000 new cancer cases in 2014.
- In 2016, it has been estimated that 595,690 people will die from the disease.


Human Papillomavirus (HPV)-Associated Cancer Burden

- HPV-associated cancer is when the disease that is diagnosed is in a part of the body where HPV is often found.
- 33,000 new cancers are found in the body where HPV is also present.
- Of these, HPV is the root cause for about 26,900 of these cancers

What is Comprehensive Cancer Control?

- Integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation, and palliation.
Comprehensive Cancer Control in Action
About the Comprehensive Cancer Control National Partnership (CCCNP)

- American Cancer Society (ACS)
- American Cancer Society Cancer Action Network (ACS-CAN)
- American College of Surgeons
- Commission on Cancer (ACoS CoC)
- Association of State and Territorial Health Officials (ASTHO)
- Cancer Support Community
- Centers for Disease Control and Prevention (CDC)
- The George Washington University (GW) Cancer Institute
- Health Resources Services Administration (HRSA)
- Intercultural Cancer Council (ICC)
- LIVESTRONG Leukemia and Lymphoma Society (LLS)
- National Association of Chronic Disease Directors (NACDD)
- National Association of County and City Health Officials (NACCHO)
- North American Association of Central Cancer Registries (NAACCR)
- National Cancer Institute (NCI)
- Susan G. Komen for the Cure
- Truth Initiative
- YMCA of the USA

- Formed in 1998
- Influential group of leading cancer organizations
  - Each organization has a specific set of strengths and resources that can address the US cancer burden
  - Committed to assist CCC coalitions in developing, implementing, and evaluating plans at the state, tribe, territory, U.S. Pacific Island Jurisdiction and local levels
- Focus areas:
  - Increase human papilloma virus (HPV) vaccination uptake
  - Increase colorectal cancer screening to 80% by 2018
  - Increase availability of tobacco cessation services for cancer survivors

See more at: http://www.cccnationalpartners.org/about-us#sthash.nl5Nhg4k.dpuf
CDC Framework for Evaluation

Steps
- Engage Stakeholders
- Describe the program
- Focus the evaluation design
- Gather credible evidence
- Justify conclusions
- Ensure use and share lessons learned

Standards
- Utility
- Feasibility
- Propriety
- Accuracy
Comprehensive Cancer Control Branch Evaluation Approach

Program Advisory Group
Evaluation Stakeholder Group
Planning Meetings with CCCB Management

Engage Stakeholders

Describe the program
CCC Logic Model Revision
Environmental Scan

Focus the evaluation design
- Capacity
- Interventions
- Outputs
- Short-term Outcomes

Gather credible evidence

Justify conclusions

Ensure use and share lessons learned

Manuscripts, Presentations, Reports

Descriptive Statistical Analysis
Inductive & Deductive Coding
and Theme Analysis

Performance Measures
Document & MIS Data Review
Grantee Survey
Focus Groups & Interviews
Proposed CCCNP Evaluation Approach

1. Review CCCNP documents
2. Update logic model
3. Develop evaluation planning matrix
4. Collect analyze and interpret data
5. Provide recommendations to CCCNP

Stakeholder Engagement
Comparison of the Evaluation Frameworks

- Review CCCNP documents
- Provide recommendations to CCCNP
- Update logic model
- Collect analyze and interpret data
- Develop evaluation planning matrix

Engage Stakeholders

- CCC Logic Model Revision
- Environmental Scan

Describe the program

- Capacity
- Interventions
- Outputs
- Short-term Outcomes

Focus the evaluation design

- Gather credible evidence
- Justify conclusions

Ensure use and share lessons learned

Program Advisory Group
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Performance Measures
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Focus Groups & Interviews

Descriptive Statistical Analysis
Inductive & Deductive Coding
and Theme Analysis

Manuscripts, Presentations, Reports
Engage Evaluation Stakeholders and Intended Users

- Identify key individuals that should be involved.
  - Steering committee
  - Full National Partnership Membership
  - Workgroups

- Considerations:
  - Stakeholders with perspectives that are different from your own
  - Provide clear and ongoing communications with individuals identified
  - Be strategic in how and when to tap these stakeholders based on their ability, interests, skills, and program needs
  - Identify ways to receive and incorporate feedback.
## Stakeholder Assessment Worksheet

<table>
<thead>
<tr>
<th>Evaluation Stakeholders</th>
<th>What Stakeholders Want to Know</th>
<th>How to Engage Stakeholders</th>
<th>When to Engage Stakeholders</th>
</tr>
</thead>
<tbody>
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</table>
## Comprehensive Cancer Control National Partnership Stakeholder Assessment

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</table>
| Steering Committee/Leadership Team     | • Added value of active participation  
• Combined efforts lead to enhanced capacity, sustainable work and coalitions, contributions to outcomes | • Work closely with contractors to identify strategies  
• Conference calls                          | Throughout the evaluation                                                                |
| Full membership                         | • Member skills sets being used effectively  
• + leadership team needs                   | • Conference calls  
• Semi-annual meetings  
• Emails                                | Throughout the evaluation                                                                |
| Workgroup members                       | • Optimal functionality  
• Effective implementation of workgroup activities and outcomes  
• Contribution to attainment of partnership goals | • Workgroup Conference calls  
• Semi-annual meetings prior to full partnership meeting  
• Appointed evaluation support            | Throughout the evaluation                                                                |
Develop a Program Description

- Establish a common understanding of program activities and intended outcomes.
- Communicate the context in which you are implementing your program.
- Facilitate later evaluation tasks related to developing and focusing your evaluation design.
Strategy for Defining Our Efforts: Review CCCNP Documents

- Strategic Plan
- Previous Evaluation Reports
- Previous Logic Model
- Technical Assistance Plans
- Workgroup Action Plans
Strategy for Defining Our Efforts: Update the Logic Model and Develop Workgroup Logic Models

- Based on what we learned from our document review, the partnership logic model was revised.
- It was also clear that we needed a better way to show workgroup activities and how these efforts contribute to the achievement of overarching partnership goals.
- Revised the high-level logic model and developed workgroup specific logic models that linked to the overarching model.
Workgroup Logic Modeling Discussion Guide and Template

- **Two components:**
  1. Decision tree/flow chart
  2. Logic model template
Have you talked about the resources that each group member has access to?

1. YES
   - Discuss and categorize resources that relate to the priority action. 
   - *This can be subject matter expertise, finances, communication channels, *

2. THEN
   - COMPLETE INPUTS (RESOURCES) BOX ON LOGIC MODEL TEMPLATE

3. NO
   - Refer back to priority assessment
   - THEN
   - GO BACK TO BOX 1
Do the priority actions in the action plan fully articulate core activities of the workgroup?

4

YES

Discuss and make a listing of all activities the workgroup have and will conduct. Which seem really important, strategic, and have the greatest impact?

5

NO

GO BACK TO BOX 4

Then

Have deliverables or products been identified for each priority action and associated task?

6

NO

Discuss and list any tangible deliverables or products related to priority action or tasks in your action plan? Will there be a training, white paper, TA visit, support letter, etc. that result from the activity

7

YES

GO BACK TO BOX 6

COMPLETE ACTIVITIES BOX ON THE LOGIC MODEL TEMPLATE

COMPLETE OUTPUTS BOX ON THE LOGIC MODEL TEMPLATE
Is it clear what outcomes will be reached upon completion of the action plan?

8

YES

COMPLETE OUTCOMES BOX ON THE LOGIC MODEL TEMPLATE 9

NO

Discuss and list any lasting impact the workgroup’s priority action will have on CCC coalitions? Will there be changes in capacity, awareness around an issue, program practice, or the environment in which coalitions work in?

THEN

GO BACK TO BOX 8
<table>
<thead>
<tr>
<th>INPUTS (RESOURCES NEEDED FOR ACTIVITIES)</th>
<th>ACTIVITIES</th>
<th>OUTPUTS (PRODUCTS THAT DIRECTLY RESULT FROM IMPLEMENTING OUR ACTIVITIES)</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
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</table>
Lessons Learned

- While both workgroup members and the full membership body agreed that it was important to revise the logic model and develop workgroup-specific logic models to show out the workgroups contributed to the attainment of partnership goals, using the tools and was time-consuming.

- Members preferred that the evaluation team participate in workgroup meetings, facilitate discussion, and develop logic models during the session.
<table>
<thead>
<tr>
<th>Strategies/Activities</th>
<th>Outputs</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1: Facilitate and provide support to CCC coalitions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collect information about CCC coalition technical assistance and training need</td>
<td>Information collected about CCC coalition technical assistance training needs</td>
<td>Coalitions positioned to use information and resources provided to effectively implement interventions</td>
</tr>
<tr>
<td>Develop and implement technical assistance and training opportunities</td>
<td>Technical assistance and training opportunities developed and implemented</td>
<td>Coalitions implement knowledge and skills, etc.</td>
</tr>
<tr>
<td>Develop and disseminate resources to CCC coalitions</td>
<td>Resources disseminated to CCC coalitions</td>
<td>Establishement of community of practice for info-sharing and identifying best practices</td>
</tr>
<tr>
<td>Facilitate peer-to-peer learning among CCC coalitions in the areas of increasing CRC screening rates, increasing use of evidence-based tobacco cessation interventions for cancer survivors, and increasing uptake of the HPV vaccine.</td>
<td>Facilitated peer-to-peer learning among CCC coalitions</td>
<td>Communication increased between NP organizations</td>
</tr>
<tr>
<td><strong>Goal 2: Coordinate national CCC efforts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify opportunities to meet the needs of CCC coalitions</td>
<td>Information shared pertinent to facilitating/providing support</td>
<td>Increased collaborations by CCCNP that support coalitions</td>
</tr>
<tr>
<td>Share information pertinent to facilitating/providing support to CCC coalitions during CCCNP meetings and conference calls</td>
<td>Opportunities identified to meet the needs of CCC coalitions</td>
<td>Environmental Level Change</td>
</tr>
<tr>
<td>Leverage partner expertise to facilitate their contribution to and promotion of activities</td>
<td>Partners leveraged expertise to facilitate, contribute, and promote activities</td>
<td>Increased awareness among CCCNP organizations about opportunities to support coalitions</td>
</tr>
</tbody>
</table>

- **Initial** (Changes in knowledge, attitudes, & beliefs)
- **Intermediate** (Changes in behaviors)
- **Long Term** (Changes in health status, systems, policies)
Monitor and map all efforts that support HPV

Create synergies among organizations who are committed to increase HPV vaccination uptake

Provide technical assistance to those coalitions with highest need

Dissemination of maps

Reduce duplication

Share resources

Complete/implement action plans

Increase partnership contribution

Identify models for successful EBI approaches
Establish Baseline data (of activities that programs are doing around tobacco cessation among survivors)

Conduct Environmental Scan re: current provider guidelines in this area

Leverage partner expertise to facilitate contribution/promotion of activities

Provide Technical Assistance

Creation of body of guidelines, portfolio of EBIs, provider guidance documents

Disseminate information

Build coalition capacity

Facilitate coalition/program implementation of EBIs

Contribute to knowledge base

Build coalition capacity
Disseminate/implement EBIs

Utilize existing resources and channels

Provide Technical Assistance

Facilitate peer-to-peer learning

Increase coalition readiness to implement interventions regardless of available resources

Increase capacity of coalitions to address CRC

Adopt practices at the state and local levels that facilitate achievement of 80 by 18

Change in CRC goals to align with 80 by 18 initiative
Finalizing the Logic Models

- Series of conference calls with the workgroup and leadership team to get feedback.
- Revision of logic models based on feedback.
- Follow up meeting to show final products and discuss use of logic models to define evaluation questions.
### CCCNP Logic Model

**Inputs**
- CCCNP Members
  - Communication Workgroup
  - HPV Workgroup
  - Tobacco Cessation for Cancer Survivors Workgroup
  - CRC Workgroup
- Ad hoc groups
- CCCNP strategic plan
- Operating Guidelines
- Technical Assistance Plan

**Outputs**
- Information collected about CCC coalition technical assistance and training needs
- Technical assistance and training opportunities developed and implemented
- Resources disseminated to CCC coalitions
- Facilitated peer-to-peer learning among CCC coalitions

**Strategies/Activities**
- Collect information about CCC coalition technical assistance and training need
- Develop and disseminate resources to CCC coalitions
- Develop and implement technical assistance and training opportunities
- Facilitate peer-to-peer learning among CCC coalitions

**Outcomes**
- Increased Knowledge, skills, and awareness of CCC coalitions about CCCNP priorities
- Improved implementation of CCC interventions
- Improved/accelerated dissemination and promotion of best/promising practices
- Establishment of a community of practice for identifying and applying best practices

### Goal 1: Facilitate and provide support to CCC coalitions
- Identify opportunities to meet the needs of CCC coalitions
- Information shared pertinent to facilitating/providing support
- Opportunities identified to meet the needs of CCC coalitions
- Leverage partner expertise to facilitate their contributions and promotion of activities
- Increased awareness among CCCNP member organizations about opportunities to support coalitions
- Communication increased between CCCNP member organizations
- Increased use of CCCNP members to contribute to TA based on SME

### Goal 2: Coordinate national CCC efforts
- Information shared pertinent to facilitating/providing support
- Opportunities identified to meet the needs of CCC coalitions
- Increased awareness among CCCNP member organizations about opportunities to support coalitions
- Communication increased between CCCNP member organizations
- Increased use of CCCNP members to contribute to TA based on SME

### Initial
- CCCNP Level Change
  - Increased collaborations for CCCNP that support coalitions
  - Increased member-led initiatives that maximize the CCCNP’s effort to support coalitions around the CCCNP priorities
  - Increased unified messaging on key issues in cancer prevention and control

### Intermediate
- CCCNP Level Change
  - Provision of quality TA
  - Recognizable/credible source for CCC
  - Recognized leaders in Cancer Prevention and Control

### Long Term
- CCCNP Level Change
  - Sustainable broad-based partnership
  - Provision of quality TA
  - Recognizable/credible source for CCC
  - Recognized leaders in Cancer Prevention and Control

- Coalition Level Change
  - Sustainable broad-based coalitions
  - Innovative approaches to address the cancer burden using evidence-based interventions
  - Quality utilization-focused evaluation

- CCCNP Level Change
  - Sustainable broad-based partnership
  - Provision of quality TA
  - Recognizable/credible source for CCC
  - Recognized leaders in Cancer Prevention and Control

- Individual & Population Level Change
  - Program Level Change
  - Policy Level Change
  - Environmental/Systems Level Change
HPV Workgroup Logic Model

Key
Strategies/Activities in Blue
Outcomes in Green

Monitor and map all efforts that support HPV
Dissemination of maps
Create synergies among organizations who are committed to increase HPV vaccination uptake

Provide technical assistance to those coalitions with highest need

*Develop and disseminate HPV resources to CCC coalitions
*Facilitate peer-to-peer learning among CCC coalitions regarding HPV vaccination uptake

Coalition Level Change
Complete/Implement action plans
Identify models for successful EBI approaches

Increase knowledge/skills/abilities of providers regarding HPV vaccination

Policy-Level Change
Improve policy/environmental changes that increase access and use of HPV vaccinations

CCCNP Level Change
Reduce duplication
Increase partnership contribution
Share resources

Increase provider referral and subsequent administration of HPV vaccination to eligible population

Individual/Population -Level Change
Increase knowledge/skills/abilities of parents and adolescents regarding HPV vaccination as a measure to prevent cancer.

Increase HPV vaccination uptake among eligible population
Tobacco Cessation Workgroup Logic Model

- Establish Baseline data (of activities that programs are doing around tobacco cessation among survivors)
- Conduct Environmental Scan re: current provider guidelines in this area
- Leverage partner expertise to facilitate contribution and promotion of activities
- Creation of body of guidelines, portfolio of EBIs, provider guidance

Disseminate Information

- Provide TA
- *Facilitate Peer to Peer Learning

Coalition Level Change

- Facilitate coalition/program implementation of EBIs
- Build coalition capacity
- Contribute to knowledge base

Individual/Population - Level Change

- Increase knowledge/skills/abilities of eligible population regarding tobacco cessation among survivors

Policy - Level Change

- Improve policy/environmental changes that increase access and use of tobacco cessation services
- Increase provider referral to tobacco cessation

Outcomes in Green

- Increased tobacco cessation among cancer survivors
80% by 2018 CRC Screening Workgroup Logic Model

- Utilize existing resources and channels
- Disseminate/implement EBIs
- Provide TA
- Facilitate peer-to-peer learning
- Increase coalition readiness to implement interventions regardless of available resources
- Increase capacity of coalitions to address CRC
- *Establishment of community of practice for info-sharing and identifying best practices
- Coalition-Level Change
  - Adopt practices at the state and local levels that facilitate achievement of 80 by 2018
- Change in CRC goals to align with 80 by 2018 initiative

Individual/Population-Level Change
- Increase knowledge/skills/abilities of eligible population regarding CRC screening
- Increase knowledge/skills/abilities of providers regarding CRC screening
- Policy-Level Change
  - Improve policy/environmental changes that increase access and use of CRC screening services
- Increase provider referral and administration of CRC screening

Increased CRC screening rate to 80% by 2018
Develop the Evaluation Planning Matrix

- Description of the evaluation focus, questions, and data collection and analysis methods.
- Identify Evaluation Focus
- Questions will be dependent on the stage/phase of the program.
- Outline feasible data collection and analysis methods.
Process Used to Define Evaluation Focus

- Review previous evaluation efforts and feedback from stakeholders thus far:
  - Identify recurring evaluation questions
  - Determine if evaluation questions can be classified into categories
  - Confirm with stakeholders
Evaluation Focus for CCCNP Workgroups

- Workgroup Functionality
- Assessment of technical assistance activities
- Contribution to larger CCCNP goals and strategies
Defining our Evaluation Focus: What Component of the CCCNP Will We Evaluate?

- Partnerships
- Operations (activities)
- Plans (strategic plan)
# How POP Drives Our Evaluation

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Evaluation Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnerships</td>
<td>• CCCNP Network Analysis</td>
</tr>
<tr>
<td></td>
<td>• Annual Comprehensive Cancer Control National Partnership Member Survey</td>
</tr>
<tr>
<td></td>
<td>• Workgroup Assessment</td>
</tr>
<tr>
<td>Operations (Activities)</td>
<td>• Member-led Initiatives Survey</td>
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<tr>
<td></td>
<td>• Assessments or surveys completed after a technical assistance event</td>
</tr>
<tr>
<td>Plan (strategic plan)</td>
<td>• Tracking and reporting on strategic plan strategies and goals</td>
</tr>
<tr>
<td>SUB FOCUS AREA</td>
<td>LOGIC MODEL ELEMENT</td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>CCCNP Membership Composition</td>
<td>Strategic Plan Operating Guidelines</td>
</tr>
<tr>
<td>CCCNP Communication – Speaking with a Unified Voice on Relevant Issues</td>
<td>Increased unified messaging on key issues in cancer prevention and control</td>
</tr>
<tr>
<td>CCCNP Membership Contribution</td>
<td>Increased member-led initiatives that maximize the CCCNP effort to support coalitions around the CCCNP priorities</td>
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## Proposed Evaluation Questions: OPERATIONS (ACTIVITIES)

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<th>SUB FOCUS AREA</th>
<th>LOGIC MODEL ELEMENT</th>
<th>EVALUATION QUESTION</th>
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</thead>
<tbody>
<tr>
<td>CCCNP as a Facilitator of Peer-to-Peer Learning</td>
<td>Facilitated peer-to-peer learning among CCC coalitions</td>
<td>To what extent does the CCCNP engage in activities that facilitate peer-to-peer learning among CCC coalitions?</td>
</tr>
<tr>
<td>CCCNP as a Technical Assistance Provider</td>
<td>Develop and implement technical assistance and training opportunities</td>
<td>To what extent does CCCNP member organizations effectively leverage resources (people, places, time, funding) to implement technical assistance and training opportunities?</td>
</tr>
<tr>
<td>CCCNP as a Technical Assistance Provider</td>
<td>Information collected about CCC coalition technical assistance training needs</td>
<td>To what extent does CCCNP sponsored technical assistance and training opportunities reflect CCC coalition needs?</td>
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## Proposed Evaluation Questions: PLAN (Strategic Plan)

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<th>LOGIC MODEL ELEMENT</th>
<th>EVALUATION QUESTION</th>
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<tr>
<td>Utility</td>
<td>CCCNP strategic plan</td>
<td>To what extent does the process for reviewing and revising the current strategic plan facilitate its use?</td>
</tr>
<tr>
<td>Adoption</td>
<td>CCCNP strategic plan</td>
<td>To what extent does the strategic plan reflect member organizations shared vision?</td>
</tr>
<tr>
<td>Data-informed/Evidence-based</td>
<td>CCCNP strategic plan</td>
<td>To what extent does the strategic plan reflect goals, objectives, and strategies that are data-informed and evidenced-based?</td>
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### Highest Rank Evaluation Questions

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<tr>
<th>Focus Area/Sub Focus Area</th>
<th>Logic Model Element</th>
<th>Evaluation Questions</th>
</tr>
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<tbody>
<tr>
<td>CCCNP Membership Contribution</td>
<td>Increased member-led initiatives that maximize the CCCNP effort to support coalitions around the CCCNP priorities</td>
<td>To what extent does participation in the CCCNP facilitate member-led initiatives? To what extent do CCCNP organizations engage in member-led initiatives that complement CCCNP priorities?</td>
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## Evaluation Methods and Design Matrix

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<thead>
<tr>
<th>Focus</th>
<th>Evaluation Questions</th>
<th>Indicators</th>
<th>Data Collection Sources</th>
<th>Data Collection Methods</th>
<th>Data Collection Timing</th>
<th>Data analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>The component you plan to evaluate</td>
<td>What you want to know</td>
<td>Types of data you will need to address the evaluation question</td>
<td>Where will you get the data</td>
<td>How will you get the data</td>
<td>When will you collect the data</td>
<td>How will you organize and interpret the data</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Focus</th>
<th>Logic Model Element</th>
<th>Evaluation Questions</th>
<th>Indicator(s)</th>
<th>Data Collection Method/Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>The CCC component you will evaluate</td>
<td>Component of the logic model (inputs, activities, outputs, and outcomes) that is being assessed</td>
<td>What you want to know</td>
<td>The type of data you will need to address the evaluation question</td>
<td>Data Collection and Analysis Strategies</td>
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<td>To what extent does participation in the CCCNP facilitate member-led initiatives? To what extent do CCCNP organizations engage in member-led initiatives that complement CCCNP priorities?</td>
<td>• Technical assistance activities or resources offered by one member organization that is aligned with strategic and technical assistance plans. • Technical assistance activities or resources offered by one member organization that supports: HPV vaccination uptake, 80 by 18, or tobacco cessation for survivors.</td>
<td>• Member-led initiative survey • Descriptive statistics</td>
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<td>Logic Model Element</td>
<td>Evaluation Questions</td>
<td>Indicator(s)</td>
<td>Data Collection and Analysis Strategies</td>
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<td>CCCNP as a Technical Assistance Provider</td>
<td>Information collected about CCC coalition technical assistance training needs</td>
<td>To what extent does CCCNP sponsored technical assistance and training opportunities reflect CCC coalition needs?</td>
<td>• Coalition members participation in CCCNP sponsored TA activities. • Coalition members report that TA activities reflect coalition need</td>
<td>• Survey • Key informant interviews of coalition members • Descriptive statistics and thematic analysis</td>
</tr>
<tr>
<td>Data-informed/Evidence-based</td>
<td>CCCNP strategic plan</td>
<td>To what extent does the strategic plan reflect goals, objectives, and strategies that are data-informed and evidenced-based?</td>
<td>• Correlation between surveillance data, sources of evidence (e.g. Community Guide) and strategic plan</td>
<td>• Document review that maps strategic plan goals, objectives, and strategies to surveillance data or evidenced-based resources like community guide</td>
</tr>
</tbody>
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Develop a Dissemination Strategy

- Identify targets or groups of stakeholders to share your findings.
- Identify format and communication channels.
- Decide when and how often.
- Identify person responsible for carrying out strategy.
Dissemination and Utilization of Findings

- Practical approach
- Tailor to audiences
- Consider stakeholder perspectives and context
- Keep in mind how findings will be used
- Facilitate use
- Articulate outcomes
- Promote program
## Dissemination Strategy Matrix

<table>
<thead>
<tr>
<th>Audience</th>
<th>Format and Channel for Sharing Findings</th>
<th>Timeline</th>
<th>Person Responsible</th>
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<tbody>
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</table>
# Dissemination Strategy Matrix for the CCCNP

<table>
<thead>
<tr>
<th>Audience</th>
<th>Format and Channel for Sharing Findings</th>
<th>Timeline</th>
<th>Person Responsible</th>
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</thead>
<tbody>
<tr>
<td>Leadership/Steering Committee</td>
<td>Presentation Evaluation Report with Executive Summary</td>
<td>Standing call prior to semi-annual meeting</td>
<td>Angela Moore</td>
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<tr>
<td>Workgroup</td>
<td>Presentation Workgroup Profile</td>
<td>Semi-annual workgroup meeting</td>
<td>Designated evaluation team member</td>
</tr>
<tr>
<td>Full members</td>
<td>Presentation Evaluation Report</td>
<td>Semi-annual meeting</td>
<td>Angela Moore</td>
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**Summary**

- Pre-existing frameworks, like the CDC Evaluation Framework can provide a roadmap towards evaluation planning; however, you may want to further adapt the framework to suit your needs and those of your coalition.

- Logic models and evaluation planning matrices are power tools to assist in evaluation planning.

- Determine early on how you will help the coalition prioritize and rank evaluation questions, as well as, how you will receive and incorporate feedback.

- Tools that help evaluation stakeholders think through major steps in the planning process may be helpful, but remain flexible in case you face time constraints or find that the tools aren’t the best fit for your coalition.
For more information, contact me @ ARMoore@cdc.gov


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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.