



# FOAs—Applicant Evaluation Plans

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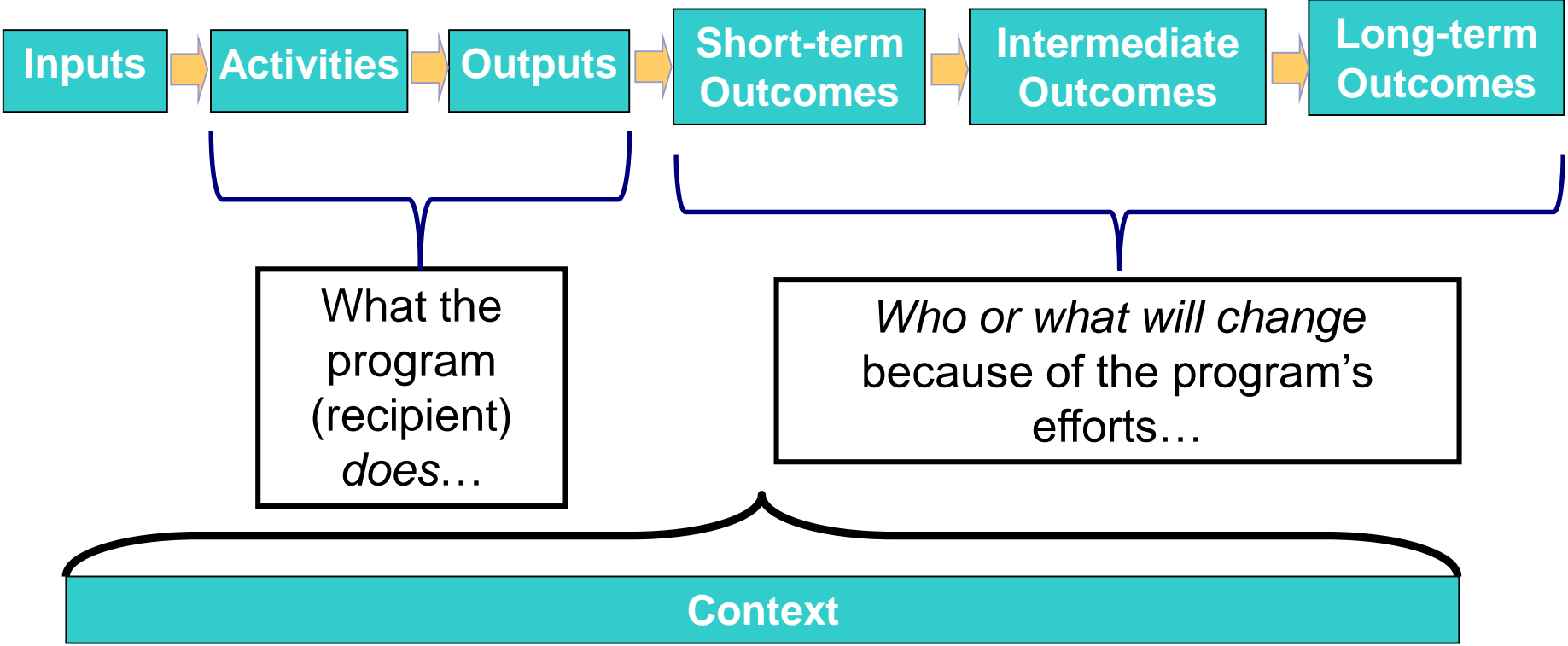
# What Was Wrong With The Old Way?

- ❑ **Hard to distinguish the “what” from the “so what”**
- ❑ **Inconsistent story line in background section, work plan section, and evaluation section**
- ❑ **Measures often unrelated to the work plan**
- ❑ **No (insufficient) attention to tracking the impact of FOA efforts**

# Why A New FOA Template

- ❑ Response to appeals from partners and grantees
- ❑ Consistency in format and content across FOAs
- ❑ Alignment of work plan/approach and evaluation and performance plan within an FOA
- ❑ Alignment between what CDC will do and measure and what funded recipients will do and measure within an FOA

# Logic Model—Key Components for FOA



# Why Bother?

- ❑ **Traditional goals and objectives language is “double-barrelled”**
  - Example: Goal:
- ❑ **Hard to isolate what the grantee is to DO from what is supposed to RESULT from what the grantee does.**
- ❑ **Not clear how linked (attribution or contribution) to larger public health/health outcomes**
- ❑ **Simple logic model table=A complete story in 3 columns**

# Step 2: Logic Model “Frames” Other FOA Sections

Line of sight between logic model and...

- **Purpose**
  
- **Approach**
  - Outcomes
  - Strategies and Activities
  
- **Evaluation and Performance Measurement**
  
- **Work Plan**

# Simple Logic Model – “STD Program”

***[bold are outcomes expect in project period]***

Strategies and Activities		Outcomes	
Early	Later	Short-Term/ Intermediate	Long-Term
<p><b><u>Cross cutting</u></b></p> <ol style="list-style-type: none"> <li>1. Provide technical assistance</li> <li>2. Form partnerships with health care community</li> <li>3. Develop the workforce</li> <li>4. Conduct evaluation and quality improvement</li> </ol>	<p><b><u>Assessment</u></b></p> <ol style="list-style-type: none"> <li>1. Conduct surveillance</li> <li>2. Monitor screening rates and treatment</li> <li>3. Assess gaps in safety net services</li> <li>4. Monitor antibiotic-resistant gonorrhea (GISP) or other emerging STD threats and congenital syphilis</li> </ol> <p><b><u>Assurance</u></b></p> <ol style="list-style-type: none"> <li>5. Assure screening and treatment per CDC guidance</li> <li>6. Partner/outreach services and linkage to care</li> <li>7. Assure health promotion/health education to providers and at-risk populations</li> </ol> <p><b><u>Policy</u></b></p> <ol style="list-style-type: none"> <li>8. Monitor and evaluate relevant policies</li> <li>9. Educate the public, providers, and key stakeholders on effective policy approaches</li> <li>10. Support ways to enhance collaboration between STD programs and primary care settings</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Increased community screening and treatment per CDC guidance</b></li> <li>2. <b>Improved linkage to care, partner services, and other services for STD clients</b></li> <li>3. <b>Reduced re-infection</b></li> <li>4. <b>Increased community and provider knowledge of STD-related treatment, prevention, epidemiology, and effective policies</b></li> <li>5. <b>Reduced STD-related policy barriers</b></li> </ol>	<ul style="list-style-type: none"> <li>• <b>Improved integration of STD prevention into clinical care</b></li> <li>• Increased access to care</li> <li>• Reduced incidence of CT, GC, syphilis, and their sequelae</li> <li>• Reduced threats of emerging antibiotic resistant GC (GISP) and congenital syphilis</li> </ul>

# STD FOA – “Aligned” Process Measures [Samples]

## Cross cutting...

- Provide technical assistance: *# of technical assistance sessions provided to [SELECTED SECTORS?]*
- Form partnerships with health care community: *# of new partnerships involving the largest health care systems in the state and which include executive level decision makers.*

## Assessment...

- Monitor screening rates and treatment: *Quarterly report of (changes in) screening rates and treatment for [SELECTED SECTORS?].*
- Assess gaps in safety net services: *Quarterly report identifying top [5] service gaps and a plan for filling them.*



# STD FOA – “Aligned” Outcome Measures (Samples)

## Short/Intermediate Term Outcomes and Associated Measures:

1. Increased community screening and treatment per CDC guidance: *[XX%] increase in screening in [RELEVANT SECTORS?] per guidance.*
2. Improved linkage to care, partner services, and other services for STD clients: *[XX%] of STD clients who are participating in services offered by new partners or sectors*
3. Reduced re-infection: *Reduction in re-infection rate to [XX%]*
4. Increased community and provider knowledge of STD-related treatment, prevention, epidemiology, and effective policies: *[XX%] of key community respondents score [XX%] or above on survey of knowledge of....*
5. Reduced STD-related policy barriers: *[XX] of the following 5 key policies and procedures changes are in place in the jurisdiction and/or its major health systems.*

# What Goes in the Applicant Evaluation Plan Section?

- ❑ Not much additional since, “Applicant” and “Awardee” plans are elaborations of YOUR strategy
- ❑ Assurance they can collect measures
- ❑ Assurance of participation in any cross-cutting or national evaluation.
- ❑ ID of special evaluation projects—IF required?
- ❑ ID of any additional measures or logic model—IF required
- ❑ **BIGGIE**: How they will collect, disseminate, report, and use the data for program improvement

# Evaluation Plan

Evaluation Plan Matrix								
Evaluation Questions	Indicators	Data Sources	Data Collection Methods	Data Collection Procedures		Data Analyses		
				Person Responsible	Schedule	Procedure	Timeline	Person Responsible

# Evaluation Plan—Core

<b>Evaluation Questions</b>	<b>Indicators</b>	<b>Data Source(s)</b>	<b>Data Collection Methods</b>

# Good News! You Have MOST Elements Already in the FOA

1. **General roadmap/logic model for the program:** *What are the key strategies/activities and outcomes*
2. **Accountable outcomes:** *Which outcomes are we responsible for.*
3. **Outcome measures:** *What measures will we use to track performance on the accountable outcomes.*
4. **Process measures:** *What measures will we use to track implementation of the strategies/activities to drive the outcomes*

## Other Elements of Evaluation Plan—Assurances

- Affirm your ability to collect the performance measures and respond to the evaluation questions specified in the CDC strategy [*But this has already been accomplished by filling out the measurement tables*]
- Describe how key program partners will participate in the evaluation and performance measurement planning processes.

## Other Elements of Evaluation Plan—Assurances

- Describe how evaluation findings will be used for continuous program quality improvement. [*This is the most important one—how will you disseminate data and to whom? How and who will see and interpret findings? How will findings turn into conclusions, recommendations and then action steps to make the awardee's effort better?*]



# Questions?



# Next Steps, Deadlines, and Help

1. Next Steps and Deadlines
2. For Help/TA