Evaluation Plan Tool

For Perinatal Quality Collaboratives (PQCs)

As required in the CDC-RFA-DP22-2207 Notice of Funding Opportunity (NOFO), recipients must develop an evaluation plan for the first quality improvement (QI) initiative to be implemented. You may use the detailed guidance below and summary Table 1 to develop your evaluation plan to meet this requirement. You may also include an evaluation plan for additional initiatives that you would like to evaluate over the funding period in the same document. For each initiative to be evaluated, clearly state what about the implementation of the initiative will be evaluated. The evaluation plan should state when each evaluation will take place and include data collection and analysis plans.

> *An evaluation plan is a dynamic document that describes the plan for evaluating a particular initiative. It creates a shared understanding of the evaluation purpose, questions and methods. The evaluation plan should be continually updated to reflect any changes in program, priorities or staffing.*

Table 1: Evaluation Plan Sections and Approximate Length of Narrative Required

Evaluation Plan Sections	Summary of What Should Be Included at a Minimum	Approximate Length of Narrative
Title Page	Title of the evaluation being planned, name of the organization, name of author(s), timeframe for evaluation and finalized and updated date of the plan	1 page
Table of Contents	List of sections included in the plan and associated page numbers	1 page
Background	Description of the PQC and perinatal and infant health priorities for the PQC	2 paragraphs
Initiative Description	Description of QI initiative(s) to be evaluated, partners engaged in the initiative(s), need for initiative(s) and population supported	1-3 paragraphs per initiative being evaluated
Evaluation Focus	Purpose of evaluation(s), type of evaluation(s) and evaluation questions for each initiative(s)	1-2 paragraphs per initiative being evaluated
Evaluation Methods	Data collection, data management and analysis plans including Specific, Measurable, Achievable, Relevant and Timebound (SMART) indicators, data sources, data collection methods identified (instruments for data collection should also be included) for each evaluation question proposed	1-4 paragraphs supported by 1-3 tables per initiative being evaluated

Communication and Dissemination	Description of how the evaluation findings will be shared and used for continuous improvement	1-2 paragraphs per initiative being evaluated
Timeline	Completion date and person responsible for each evaluation activities	1 table

SECTION 1: TITLE PAGE

Using your organization formatting style, create a title page that includes the information listed below to orient the reader on what this document is about.

- Title of the evaluation plan: give the evaluation plan a name representing what is being evaluated.
- Name of your organization
- Author names and affiliations: include names of everyone who worked on this evaluation plan and their affiliations.
- Timeframe of evaluation (e.g., Sept 2022 to Aug 2025 or Sept 2023 to Aug 2026)
- Date of the evaluation plan finalization and/or updated: include the date when the evaluation plan was finalized. As the plan is updated over time, add an updated date in addition to the original finalized date.

SECTION 2: TABLE OF CONTENTS

Create a table of contents to list the evaluation plan sections and their associated page numbers. Follow your organizational formatting style as appropriate.

SECTION 3: BACKGROUND

Describe your PQC, including the mission and vision, major priorities, activities, partnerships and any other context that will be useful in understanding the PQC and its need.

Next, describe the perinatal and infant health needs addressed by the PQC. Build on this description in the next section when explaining how specific initiatives are designed to address these needs. Use citations as appropriate to share the source of the information.

SECTION 4: INITIATIVE DESCRIPTION

In this section describe the initiative being evaluated. In a narrative format describe how long the initiative has been in place, the time period over which the initiative is implemented, the need being addressed, the population being supported, the initiative activities, the expected goals and outcomes of the initiative and additional context that might be useful in understanding the initiative. Also describe which of the six strategies and three outcomes listed in the NOFO (pages 6-9) are being addressed through this initiative. Table 2 may be used to show this alignment.

Table 2: Alignment between QI initiative and NOFO Strategies and Outcomes

Quality Improvement Initiative(s)	Strategy Being Addressed	Outcomes Expected to Achieve
Ex: Hypertension AIM Bundle	*Engage facilities statewide to improve perinatal outcomes; Support facilities to implement*	*Increase implementation of QI initiatives in facilities statewide; Increase implementation of QI*

	QI initiatives; Build and strengthen data systems to improve identification and documentation of disparities	initiatives to reduce disparities; Improve healthcare practices equitably
Ex: SUD Taskforce	Engage patients/communities in QI initiatives; Build and strengthen capacity of PQCs to improve the quality of perinatal care statewide	Increase implementation of QI initiatives to reduce disparities; Improve healthcare practices equitably

Consider developing a logic model or theory of change for the initiative being described to highlight how the initiative aligns with the six strategies listed in the NOFO (pages 6-9) to then work towards achieving the three outcomes of the NOFO (page 6). The logic model should also highlight the resources needed to support the initiative, specific activities that are/will be conducted and the associated outputs and outcomes.

If you are planning to evaluate multiple initiatives over time, create separate sub-sections or additional tables and include a complete description and theory of change for each initiative.

SECTION 5: FOCUS OF THE EVALUATION

Describe the focus and purpose of the evaluation. Include what you intend to learn and why it is important. Describe the type of evaluation (formative, process, outcome, etc.) that you will be conducting for the initiative. If you plan to conduct multiple evaluations over time for the same initiative, describe which evaluation will be conducted when and how they will build on each other. For example, your initial evaluation may be a process evaluation, while your subsequent evaluation may be an outcome evaluation. For each initiative being evaluated, write two to three strong evaluation questions. Ensure that the evaluation questions align with the outcomes listed in the CDC

Strong evaluation questions are open-ended, related to the evaluation purpose, reasonable to answer in the evaluation timeframe and can be answered using data collection methods that are feasible.

logic model (CDC-RFA-DP22-2207 NOFO pages 4-5). Finally, employ a health equity perspective to focus your evaluation. Use indicators that speak to measuring equity-related change (e.g., facilitators and barriers to equitable implementation, health outcomes by demographics, etc.).

SECTION 6: EVALUATION METHODS

For each evaluation question proposed, identify the associated indicators. Indicators must be SMART (specific, measurable, achievable, realistic, time-bound). Include indicators that measure reach, effectiveness,

The evaluation methods should only evaluate what is described as the initiative of focus.

adoption, maintenance, facilitators/barriers to implementation or outcomes. Each indicator should only measure one distinct element at a time. For example, if you want to document facilitators and barriers to implementing an initiative, designate one indicator to document

facilitators and another to document barriers. Limit indicators to no more than five per evaluation question. Using Table 3, for each indicator, list feasible and appropriate data sources and data collection methods that will be used to collect the relevant data.

<u>Table 3: Evaluation Questions and How They will be Answered</u>

Evaluation Question #1: ***Example:*** *What facilitators and barriers exist when implementing the breastfeeding QI initiative?*		
Indicator	**Data Source** (where information will come from)	**Data Collection Method** (how information will be collected)
Ex: List of perceived facilitators to breastfeeding initiative implementation	*Clinicians implementing the breastfeeding QI initiative*	*Focus groups*
Ex: List of perceived barriers to breastfeeding initiative implementation	*Participants of the breastfeeding QI initiative*	*Focus groups*
Evaluation Question #2: ***Example:*** *How effective have the breastfeeding webinars been in increasing knowledge of breastfeeding best practices?*		
Indicator	**Data Source** (where information will come from)	**Data Collection Method** (how information will be collected)
Ex: Percent of webinar attendees who indicate increase in knowledge on post-webinar evaluations	*Post webinar evaluations*	*Evaluation links shared at the end of webinars and emailed separately 1 day after the event*
Evaluation Question #3: ***Example:*** *To what extent has the Breastfeeding Initiative changed the breastfeeding practices of birthing people?*		
Indicator	**Data Source** (where information will come from)	**Data Collection Method** (how information will be collected)
Ex: *Proportion of birthing people breastfeeding their infants*	*Birth certificate records of participating hospitals*	*Birth certificate records*

Describe the data collection methods identified in Table 3 in more detail. For each data collection method, specify who will provide the data and how, the frequency they will be asked to provide the information, and who on your team will be responsible for data collection. Support this narrative by completing Table 4 and referencing the Table in your narrative. If you

are planning to use existing data collection methods or instruments (i.e., survey questionnaires, interview guides) include those as appendices. If you are planning to create new instruments, succinctly describe how you plan to develop these instruments. Be sure to include references for any information that is already considered a best practice in the field.

Table 4: Data Collection Table

Data Collection Method	Person Responsible for Data Collection	Collection Timeline and Frequency
Ex: Focus groups with participants	*Breastfeeding QI initiative Coordinator*	*One time in March 2024*
Ex: Review of birth certificate records from participating hospitals	*PQC data analyst*	*Monthly starting in January 2024*

Additionally, describe how data from each data source will be securely stored, how will you ensure data quality, who will manage the data, who will have access to the data, how data will be protected such as de-identification, how will data be shared while ensuring adherence to data standards (i.e., privacy, confidentiality and security), plans for archiving and long-term storage of data and how and when data will be deleted. The optional data management plan template provided by your program officer can be found at https://www.cdc.gov/chronicdisease/pdf/nofo/DMP-Template-508.docx. It can also be used to provide this information.

Next, using Table 5, develop a data analysis plan that describes how data analysis will be conducted for each data collection method. Explain what methods will be used to analyze data for each data collection method, who is responsible for analyzing data and when the data will be analyzed.

Table 5: Data Analysis Plan

Data Collection Method	Data Analysis Plan	Person Responsible	Analysis Timeline and Frequency
Ex: Focus groups with participants	*Conduct thematic analysis of full transcripts for themes related to breastfeeding screening, training, and referrals*	*PQC data analyst and evaluation contractor*	*April-June 2024*
Ex: Review of birth certificate records from participating hospitals	*Descriptive analysis (# of deliveries, % of birth certificates indicating infant being breastfed, etc.) completed in Excel. Data will be disaggregated by race and ethnicity.*	*PQC data analyst*	*Monthly starting January 2024*

SECTION 7: SUMMARIZE AND USE FINDINGS

In one to two paragraphs, explain how evaluation findings will be shared with internal and external partners (including the frequency and format of information to be shared), how partners may use the findings and how your PQC will use the evaluation findings for continuous program improvement.

SECTION 8: TIMELINE

Develop a realistic and feasible evaluation timeline using Table 6. List your evaluation activities, tasks that fall under each activity, person responsible for the task and the completion date for each task. If you are evaluating multiple initiatives, clarify the evaluation activities by adding a new header row or a new column for each initiative and distinguish activities by initiative.

Table 6: Timeline

Evaluation Activity	Task	Person Responsible	Completion Date
Ex: Focus Groups	Recruit breastfeeding QI initiative participants to participate in focus groups	PQC Coordinator	Dec 1, 2023
	Conduct focus groups	Evaluation contractor	March 30, 2024
	Analyze focus group transcripts	PQC data analyst and evaluation contractor	June 30, 2024

SECTION 9: APPENDIX:

Attach your data collection instruments and any other relevant supporting material.