

# VSPE Evaluation Resource Guide



You can use the resources below to enhance your understanding of the CDC Program Evaluation Framework. These resources can help you complete some of your VSPE deliverables.

## Identifying and Engaging Partners



### Webpages

- **Program Evaluation Guide Step 1: Engage Stakeholders (CDC):** This webpage provides a detailed explanation on how to identify and engage stakeholders throughout evaluation.
- **Understanding Community Leadership, Evaluators, and Funders: What Are Their Interests? (The Community Tool Box):** This webpage helps identify stakeholders and recognize their interests in the evaluation.



### Worksheets, Templates, and Checklists

- **CDC Program Evaluation Framework Checklist for Step 1 (CDC):** This checklist helps identify stakeholders and suggestions on how to engage them in evaluation.
- **EvaluACTION Identifying Evaluation Stakeholders (CDC):** This worksheet provides instructions to identifying key stakeholders in an evaluation.
- **EvaluACTION Engaging Key Stakeholders (CDC):** This worksheet provides examples of how to engage stakeholders throughout each step of an evaluation.

## Developing the Program Description and Logic Model



### Webpages

- **Program Evaluation Guide Step 2: Describe the Program (CDC):** This webpage provides information on how to describe the program and develop a logic model.
- **Developing a Logic Model or Theory of Change (The Community Tool Box):** This webpage describes how to create an effective logic model and describes its benefits and limitations.



## Worksheets, Templates, and Checklists

- **CDC Program Evaluation Framework Checklist for Step 2 (CDC)**: This checklist provides steps to developing a useful logic model.
- **EvaluACTION Developing a Logic Model (CDC)**: This worksheet provides a template to develop a logic model.

## Developing and Focusing Evaluation Questions



### Webpage

- **Program Evaluation Guide Step 3: Focus the Evaluation (CDC)**: This webpage provides detailed information on types of evaluations, how to develop evaluation questions, and how to decide on an evaluation design.



### Worksheet, Template, or Checklist

- **Identifying Evaluation Purpose and Questions (CDC)**: This worksheet helps identify the evaluation purpose and develop evaluation questions.

## Resources for Building an Evaluation Plan



### Webpage

- **Evaluation Plan Template (CDC)**: This webpage provides an overview of developing an evaluation plan in relation to previous evaluation framework steps.

## Resources for Collecting Evaluation Data



### Webpage

- **Program Evaluation Guide Step 4: Gathering Credible Evidence (CDC)**: This webpage provides an overview to the key steps for developing indicators and selecting data collection methods and sources related to evaluation standards.

## Resources for Analyzing Evaluation Data



### Information Guides

- **Analyzing Quantitative Data for Evaluation (CDC)**: This information guide describes quantitative data analysis, how to plan and implement it, and the advantages and disadvantages of quantitative data.

- **Analyzing Qualitative Data for Evaluation (CDC):** This information guide describes qualitative data analysis, how to plan and implement it, and the advantages and disadvantages of qualitative data.
- **Qualitative Methods: Coding & Data Analysis (Washington University):** This information guide includes a presentation slide set explaining qualitative data, how to analyze it, and a few tools to use to support analysis.

## Resources for Justifying Conclusions and Interpreting Evaluation Findings



### Webpage

- **Step 5: Justify Conclusions – Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide (CDC):** This webpage provides an overview on interpreting evaluation findings.

## Resources for Using and Disseminating an Evaluation



### Webpage

- **Program Evaluation Guide - Step 6 (CDC):** This webpage focuses on ensuring evaluation findings are used and lessons learned are shared broadly.



### Information Guides

- **Using Graphs and Charts to Illustrate Quantitative Data (CDC):** This information guide shares best practices for developing graphs and charts for communicating data.
- **Preparing an Evaluation Report (CDC):** This information guide describes components of an evaluation report.

## Resources for Communication and Dissemination



### Webpages

- **Suicide Prevention Alliance Suicide Language (Suicide Prevention Alliance):** This webpage provides suggestions on how to appropriately speak and write about suicide.
- **Suicide Safe Messaging (Action Alliance):** This webpage provides an overview to non-stigmatizing language for suicide.

- **Model Systems Translation Center Developing Clear Messages for Effective Communication (Model Systems Knowledge Translation Center):** This webpage provides information on the Knowledge Translation toolkit and how to share information with different audiences.
- **Preferred Terms for Populations, Groups & Communities (CDC):** This webpage provides an overview to preferred terms for populations, groups, and communities.
- **Health Literacy (CDC):** This webpage provides an overview of health literacy topics and tools.
- **Gateway to Health Communication (CDC):** This webpage is a repository for health communication tools, resources, and general information.



## Information Guides

- **Safe Messaging Best Practices: A guide for anyone communicating and writing about Veteran suicide (U.S Department of Veteran Affairs):** This information guide provides best practice for safely communicating about veteran suicide.
- **Are we there yet? A Communications Evaluation Guide (Lumina Foundation):** This information guide provides reference to conducting evaluation of communication efforts and provides tools to complete a communication-based evaluation.
- **Health Communication Playbook (CDC):** This information guide provides an overview for creative effective and useful communication materials.

## Additional Resources for Building Evaluation Capacity



### Webpages

- **Evaluation Education & Programs:** American Evaluation Association offers training courses, and educational tools professionally develop evaluation skills.
- **Better Evaluation:** This website can help further develop skills to plan, use, and conduct evaluations.

## Citation Resources



### Webpages

- **APA Style Introduction - Purdue OWL® - Purdue University:** This webpage contains resources to further develop knowledge and skills. This webpage also has resources to construct in-text citations and reference list.
- **In-text citations (apa.org):** This webpage contains the official source for the APA style Publication Manual and APA style in-text citation materials.

- **Resources for Writers | GW Writing Center | Columbian College of Arts & Sciences | The George Washington University (gwu.edu):** This webpage contains citation resources and information guides for different citation styles.
- **Start Here - Citation Resources - LibGuides at St. John Fisher University (sjf.edu):** This webpage contains information and resources to further develop knowledge on different citation styles.



## Information Guides

- **Reporting Statistics in APA Style (illinoisstate.edu):** This guide provides information on how to report statistics in a report in line with the APA style.
- **Copy of When to Cite\_Fall2017\_FINAL.pdf | Powered by Box:** This information guide shares best practices for how and when citations are appropriate.