



CDC Coffee Break:

Overview of the Evaluation and Program Effectiveness Team Products



Rachel Davis, MPH
Division for Heart Disease and Stroke Prevention
Evaluation and Program Effectiveness Team

National Center for Chronic Disease Prevention and Health Promotion
Division for Heart Disease and Stroke Prevention



Welcome to today's Coffee Break presented by the Evaluation and Program Effectiveness Team in the Division for Heart Disease and Stroke Prevention at the Centers for Disease Control and Prevention. We are fortunate to have Rachel Davis as today's presenter. Rachel is a health scientist at CDC's Division for Heart Disease and Stroke Prevention and is a member of the Evaluation and Program Effectiveness Team. My name is Jan Losby and it's my pleasure to serve as today's moderator for this 20-minute session. I am also a member of the Evaluation Team.

Disclaimer: The information presented here is for training purposes and reflects the views of the presenter. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

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Overview

- ❑ **Introduction to the team**
- ❑ **What we do**
- ❑ **Accessing our tools**
- ❑ **Description of our tools**
- ❑ **Communication**

Today I'm going to start by giving you an overview of what we'll be talking about during the presentation. So I will introduce our team. I'll explain what we do. I'll explain how you can access our tools and resources. I'll try to describe a few of the tools and resources, and then explain the communication channels we use to share these tools and resources with you.



Let's begin today by introducing our team.



I'd like to introduce our team. From left to right, we have Eileen Chappelle, Derrick Gervin , Joanna Elmi, Alberta Mirambeau, Aisha Tucker-Brown, Marla Vaughan, who's our Team Lead, myself Rachel Davis, Martha Bose, Rashon Lane, and Jan Losby.

The mission of the Evaluation and Program Effectiveness Team is to make public health programs more effective by building evaluation capacity, advancing effective evaluation practice, conducting high quality evaluations and fostering evaluation use.



To achieve this mission, we work in three broad areas: we conduct evaluations to expand practice-based evidence; we evaluate division programs and initiatives; and provide evaluation, consultation support, technical assistance, and training. Today, we're going to focus on the latter.

Evaluation Consultation, Technical Assistance, and Training



- DHDSP branches and teams
- Initiatives such as Million Hearts
- Other divisions

We provide evaluation, consultation and support internally to all of the branches and teams within the division. And this also includes the Million Hearts initiative. In some instances, we work with other divisions within our National Center for Chronic Disease Prevention and Health Promotion as well as other centers around the agency.

Evaluation Consultation, Technical Assistance and Training

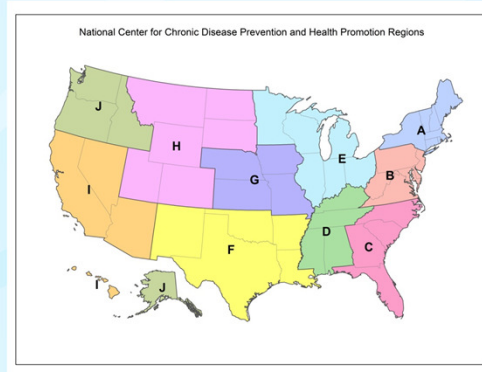
States and Communities

National Heart Disease & Stroke Prevention



PAUL H. Coverdell
NATIONAL ACUTE STROKE REGISTRY

Sodium Reduction
in Communities



Everyone on the team provides evaluation support and technical assistance to our funded programs, which are split into regions designated by the Center. These Division programs include the National Heart Disease and Stroke Prevention program, WISEWOMAN, The Paul H. Coverdell National Acute Stroke Registry, Sodium Reduction in Communities, and the Mississippi Delta. Depending on the size of the region, some team members may cover more than one.

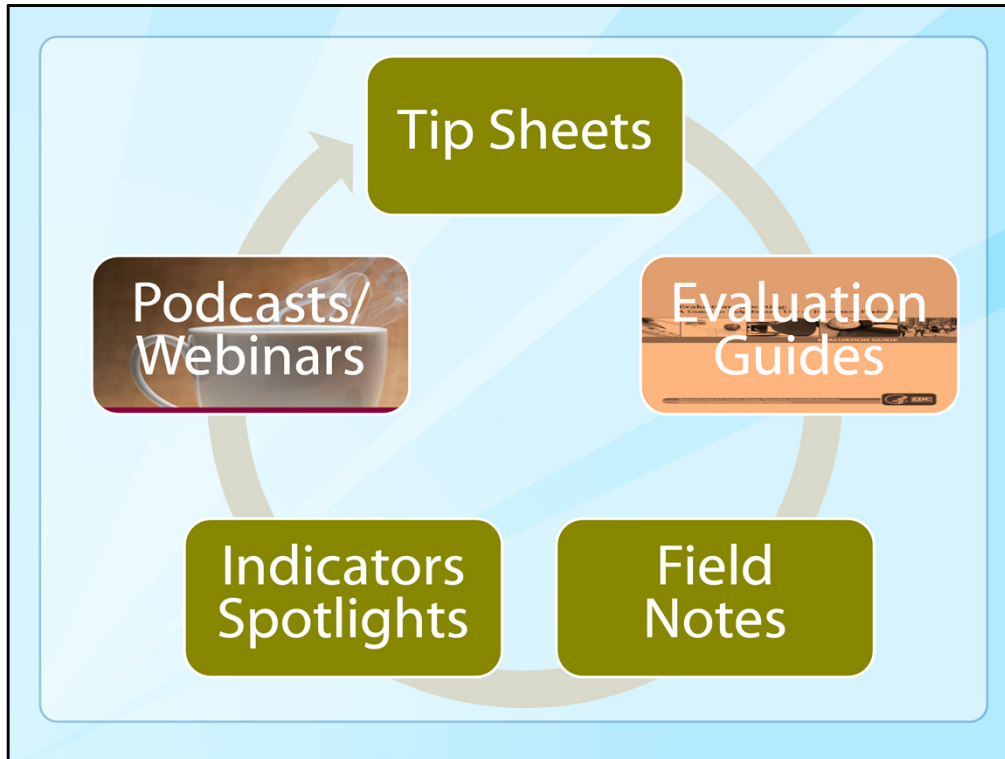
Examples of Technical Assistance

- ❑ **Monthly calls with evaluators or program managers**
- ❑ **Review of evaluation documents**
- ❑ **Assistance with selecting evaluation methods or tools**

Now that I've mentioned that we provide evaluation technical assistance or TA, you may be asking what exactly that means. Technical assistance includes systematic annual reviews of evaluation plans and logic models, telephone consultation on an as needed basis with programs, and assistance to CDC project officers on grantee evaluation activities and participation in CDC site visits.

If you are with one of the programs I just mentioned, you should have already had that pleasure of being introduced to your evaluation TA provider, who may have been present on some of your monthly program calls with your project officer to discuss any evaluation related questions. Other forms of evaluation technical assistance include discussing ways in which you can potentially disseminate or share your findings with particular audiences.

If you don't know who your evaluation TA provider is for your program, please ask your project officer here in the division. They'll be more than happy to provide you with contact information for each of us.



We also provide evaluation tools, resources, and trainings as part of our TA efforts. These are intended to assist states and others by offering practical guidance, examples and suggestions for your evaluation efforts. These include evaluation tip sheets, evaluation guides, indicator spotlights, field notes, and webinars and podcasts. I'll go into more detail for each of these later in the presentation.

How Do I Access the Tools and Resources?

<http://www.cdc.gov/dhdsp/>

The screenshot shows the CDC website for the Division for Heart Disease and Stroke Prevention. The URL <http://www.cdc.gov/dhdsp/> is displayed at the top. The page features the CDC logo and the tagline "CDC 24/7: Saving Lives. Protecting People." Below this is a search bar and an alphabetical index. The main content area is titled "Division for Heart Disease and Stroke Prevention" and includes a mission statement, a "Heart Health by State" interactive tool, and several navigation sections. The "Heart Disease and Stroke Topics" section is highlighted with a red circle, and the "Evaluation Resources" link within this section is also circled in red. Other sections include "Educate Yourself" and "Educate Others".

You can access our products by going to the Division for Heart Disease and Stroke Prevention's home page using the following link. It's listed at the top and it's www.cdc.gov/dhdsp. Once you're on the page, you'll notice under the Heart Disease and Stroke Topic section that you'll see an Evaluation Resources topic. If you click this topic, you'll come to our Resources page, which includes all evaluation resources for the Division's funded programs and others working in the field of heart disease and stroke.

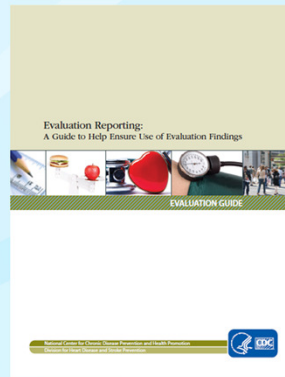
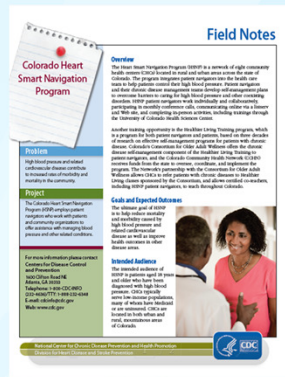
How Do I Access the Tools and Resources?

http://www.cdc.gov/dhdsp/evaluation_resources.htm

The screenshot displays the CDC website page for 'Evaluation Resources' under the 'Division for Heart Disease and Stroke Prevention'. The page features a navigation menu on the left with categories like 'DHDSP Home', 'Programs', and 'Evaluation Resources'. The main content area includes a 'Field Notes' section with a list of programs such as 'Colorado Heart Smart Navigation Program' and 'Kaiser Permanente Colorado Hypertension Management Program'. There is also a 'Program Evaluation Guides' section with a link to 'Writing SMART Objectives'. On the right side, there are utility links for 'Email page link', 'Print page', and 'Get email updates', along with a contact information box for the CDC.

Oftentimes, the tools and resources are developed to cater to a broad audience and can be applied to any one of your programs. If it would be easier for you, you can actually look at this link while I describe each of our products.

Evaluation Tools and Resources



Now that you're able to access the page, I'll discuss the products. On this page, we've got the field notes, which were developed using information gained from evaluability assessments or small case studies conducted as part of our team's evaluation portfolio. The information contained in the field notes provide practical examples of interventions conducted in priority areas so that promising practices and lessons learned can be shared with states and providers. There are currently four field notes related to hypertension control available for use on the website.

We also have evaluation guides, which are topic specific, and cover writing SMART objectives, developing logic models and evaluation plans, the fundamentals of evaluating partnerships, using indicators for program planning, and our latest guide on evaluation reporting. The evaluation guides offer a consistent definition of terms, provide guidance on evaluation methods, and aid skill building on a wide range of general evaluation topics and selected specific topics. They were developed with the assumption that state health departments have varied experience with program evaluation and have a varied range of resources allocated to program evaluation. The guides are intended to be companion pieces to existing program evaluation guidance documents.

If you already had the opportunity to take a look at some of our guides, you'll notice that they're very short and easy to understand with step-by-step instructions on carrying out evaluation related activities.

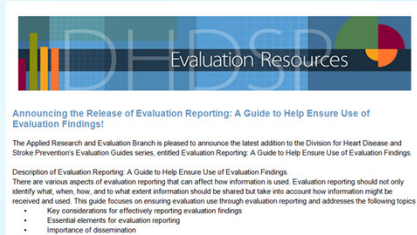


There is currently one five-part podcast that is designed to help you understand the value of economic evaluation and how to incorporate these methods into your programs. It assists you in choosing the appropriate economic analysis for your heart disease and stroke prevention program or policy. In addition to this podcast, we also have our coffee break series, which needs no introduction as you are currently listening in. But I do want to point out that all coffee breaks are archived on the web page under the Podcasts/Webinars topic area. So in the event that you'd like to revisit a coffee break at your convenience, you may do so at any time.

And the last set of products found under the topic area of Program/Project evaluations: the first product is an evaluation framework that's intended to help state departments understand CDC's goals for program evaluation and the importance of using evaluation information for planning and program improvement. This document outlines suggested program activities and evaluation goals for participating states. This document may be used in conjunction with evaluation guides mentioned earlier.

How Will I Know that There Are New Products?

❑ Blast Emails



❑ Heart to Heart



- ❑ NHDSP Quarterly Evaluation Calls
- ❑ Evaluation TA provider or Project Officer

When the team creates new products, we like to share this information with you. You may have already received notifications through a number of communication channels. In particular, we started sending out email blasts as well as including information on new products in our Quarterly Branch newsletter “Heart to Heart”. As always, you will hear announcements about our new products on our Quarterly Evaluation calls and from your Evaluation TA provider or project officer if you happened to speak with them prior to the release of any of these emails or newsletters.



- ❑ **What evaluation products would you find useful?**
- ❑ **What are your evaluation TA needs?**

Please send your feedback to: AREBheartinfo@cdc.gov

In closing, we'd like to know what evaluation products you find useful as well as any additional evaluation technical assistance a broader audience would benefit from. You can send your suggestions to our branch email address, AREBheartinfo@cdc.gov.

We do have a couple of questions.

Q1: Will you be developing products or resources for the new funding opportunity announcements?

We will continue to provide evaluation TA to programs funded by our Division and are planning to assess the evaluation needs of future FOAs. Again, we welcome your suggestions and will alert you of any new products through the communication channels discussed during the presentation.

Q2: What new products are you going to offer in the near future?

We are compiling information for a new set of field notes focused on patient center medical homes and community health workers. We hope to have these posted beginning this summer. As usual, we are continuing to develop guides, tip sheets, and spotlight documents that can be used to enhance your evaluation efforts.

Reminders!

New Time for coffee break sessions:

2:30 pm (ET)

All sessions are archived and
can be accessed on-demand at:

<http://www.cdc.gov/dhdsp/pubs/podcasts.htm>

If you have questions, comments, or topic ideas for
this or other coffee break presentations send an
email to: **AREBheartinfo@cdc.gov**

This is just a reminder that the coffee break sessions are at 2:30 on the second Tuesday of the month. Today's slides are also available as Rachel mentioned and are archived on our Division website. If you have any ideas for future topics or questions, please contact us at the listed email address.

Next month's Coffee Break is on April 9th and the topic is Revisiting Reach. Alberta and I will be presenting on that, and we hope you can join us.