

# WISEWOMAN Program Evaluation Plan Template

This template was developed using the CDC Division for Heart Disease and Stroke Prevention WISEWOMAN Program Evaluation Overview document. The template is designed to help WISEWOMAN funded programs develop an evaluation plan using the CDC Framework for Program Evaluation in Public Health (CDC Evaluation Framework). This framework includes six steps:

- Step 1:** Engage Stakeholders
- Step 2:** Describe the Program
- Step 3:** Focus the Evaluation Design
- Step 4:** Gather Credible Evidence
- Step 5:** Justify Conclusions
- Step 6:** Ensure Use and Share Lessons Learned

## Steps 1, 2 & 3 of the CDC Evaluation Framework

**Evaluation Stakeholders and Primary Intended Users of the Evaluation:** *Describe individuals who have a stake in the evaluation and who will use the evaluation results.*

**Activity You Plan to Evaluate:** List and *describe the specific activities you have chosen to evaluate (i.e., activity components, contextual factors, etc.). This can be done through a narrative description, flow chart, or logic model.*

**Focus the Evaluation Design:** *Describe the purpose of the evaluation, how you plan to use results for program improvement, and the process used for developing your evaluation questions.*

## Steps 3-5 of the CDC Evaluation Framework

<b>Objective:</b>					
<b>Evaluation Questions</b>	<b>Indicator(s)</b>	<b>Data collection</b>			<b>Data Analysis</b>
		<b>Source</b>	<b>Method</b>	<b>Timing</b>	
What you want to know.	What type of data you will need.	Where you will collect the data.	How you will collect the data.	When you will collect the data (i.e., start-end date and frequency).	What type of analysis you will do to the data.

## **Step 6 of the CDC Evaluation Framework**

**Communication/Dissemination Plan:** *Describe your plans for communicating/disseminating your findings (i.e., distribution products, channels, and timeline) and the ways in which this evaluation will be used in your overall program.*

### **Evaluation Activities Staffing Plan**

<b>Staff Member (be sure to include names)</b>	<b>Activities (e.g., developing and prioritizing evaluation questions, instrument development, data analysis)</b>