Your Online Evaluation Planning Tool

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Tweet your reactions: @HealthCommWorks
Start using the tool! http://www.cdc.gov/healthcommworks
ProofWorks – Part of CDC HealthCommWorks:

http://www.cdc.gov/healthcommworks
Agenda:

- What is ProofWorks?
- What does ProofWorks provide?

- ProofWorks Highlights:
  - A Process
  - A Resource
What is ProofWorks?

A **Process** that...

- Guides you through the most critical questions asked by evaluation experts
- Recommends an evaluation strategy tailored to your scenario.

A **Resource** that...

- Explains how *your* choices impacted the overall strategy recommendations.
- Supports a better understanding of critical evaluation concepts
What does ProofWorks provide you?

- Roadmap for further planning
- Recommendations
CDC Evaluation Framework & ProofWorks

A Framework for Program Evaluation

Steps
- Engage Stakeholders
- Describe the program
- Focus the evaluation design
- Gather credible evidence
- Justify conclusions
- Ensure use and share lessons learned

Standards
- Utility
- Feasibility
- Propriety
- Accuracy
**Process:** Guides you through the most critical questions asked by evaluation experts

*What is your target audience?*

**Audience**
- Age Range
- Gender
- Social Network Influence Leaders
- Organizational settings
- Societal Influencers
Process: Guides you through the most critical questions asked by evaluation experts

What are details about your program?

Program Description
- Mode of Communication
- Program Duration
- Current Implementation Stage
- Annual Cost
Process: Guides you through the most critical questions asked by evaluation experts

How do your stakeholders prioritize the purpose of your program?

Evaluation Purposes
- Activities
- Audience
- Costs
- Inputs
- Outcomes
**Process:** Guides you through the most critical questions asked by evaluation experts

*How do your stakeholders prioritize rigor and methodology?*

**Rigor & Methods**
- Qualitative/Quantitative
- Source of data
- Outcomes
- Participant Assignment
- Generalizability
**Process:** Guides you through the most critical questions asked by evaluation experts

*What are the available resources to complete the task?*

**Resources**
- Months remaining
- Estimated cost of resources
**Process**: Recommends an evaluation strategy tailored to your scenario

*Based on your choices...*  
*What evaluation foci fit well?*

**Focus**
- Exploratory
- Process
- Outcomes
  - Message Effects
  - Behavioral/Other
- Costs
- Benefits
**Process**: Recommends an evaluation strategy tailored to your scenario

*Based on your choices...*

*...what indicators fit well?*

**Indicators**
- Number of X
- Attitudes & Recall
- Exposure
- Beliefs
- Etc.
Process: Recommends an evaluation strategy tailored to your scenario

Based on your choices...
...what methods fit well?

Methods
- Surveys
- Forums
- In-depth Interviews
- Content Analysis
- Surveillance
- Large Datasets
**Process:** Recommends an evaluation strategy tailored to your scenario

*Based on your choices... ...what designs fit well?*

**Design**
- Observational
- Cross-sectional
- Pre-post
- Comparison group
- Cohort
- Quasi-experimental
- Experimental
### Process: The Strategy

- Summarized details of your project strategy to...
  - Promote further discussion and planning
  - Suggest next steps

- Portable and distributable to your team or stored electronically with project files.
**Resource:** Explains how your choices impacted the overall strategy recommendations

**Why did I receive this particular recommendation?**

**Rationale Provided**

- “Why?” drop-downs
  - Explains why particular choices you make lead to specific strategy recommendations.
**Resource:** Supports a better understanding of critical evaluation concepts

*What if I don’t understand a term or concept?*

**Learning Section**

- Guidance on each step of the ProofWorks process
- References to other resources
Resource: Supports a better understanding of critical evaluation concepts

How can I learn more as I move through the ProofWorks steps?

Integrated Assistance

- Detailed step headings
- “Learn more…” links directly take you to the relevant learning topic.
**Resource:** Supports a better understanding of critical evaluation concepts

What if I don’t see an answer in the learning section, or want to discuss an evaluation topic?

**Community Forum**

- Ability to post questions
- Engage with other HealthCommWorks users
Booth Reminder and Q&A

- This was just a quick snapshot...
  - Questions about this presentation?
  - Email me: tchapel@cdc.gov

- Visit our booth to get hand-on!

- Tell us what you think!  
  @HealthCommWorks