

Plan & Implement Programs

Create an Action Plan (5-year action plan for needs assessment)

- Long term outcome objectives (5 year local goals for the needs assessment)
- Precursors identified as intervention points
- Intermediate and short term objectives
- Target population(s) for intervention (those who you will directly intervene with AND those who will be impacted by the intervention, if different) or geographic area

Plan & Implement Programs (cont.)

Action Plan components (cont.)

- Major intervention activities
- Responsible entities who will carry out these actions ('Inputs' in your action plans)
- Evaluation indicators (community level) or performance measures (program level)
- Data sources for evaluation
- A reasonable timeframe (when will actions take place and for how long)

Evaluate/ Measure Performance

Public health program performance evaluation characteristics

- Program performance described by compiling and summarizing data using predetermined criteria (e.g., performance measures)
- Program performance compared with standards (e.g., objectives: national, state, or regional standards; professional criteria) or a theory/hypothesis
- Uses a systematic process of data collection and analysis
- Unlike research evaluation, program evaluation provides continuous feedback to assist program improvement and quality assurance. May be participatory with stakeholders, such as community members and agency partners, participating in evaluation process or analysis

Evaluate/ Measure Performance (cont.)

Key questions

- Are program services and activities being delivered as planned?
- Is program reaching the target population?
- Is quality of the program services adequate?
- Does the program outcome data indicate program is achieving desired results?
- Is there a significant difference in program performance between participant groups, e.g., race/ethnic or economic groups?

Evaluate/ Measure Performance (cont.)

The Process of Planning an Evaluation

- Engage stakeholders/community partners
- Describe the program and develop or review a program logic model
- Focus the evaluation design
- Prepare to gather and analyze credible evidence
- Prepare to justify conclusions
- Ensure use and lessons learned: Plan for effective distribution of evaluation results

Sample Case Study

Convene Stakeholders/Partners

- Apple County used an already existing coalition of health, social service, and education providers for stakeholder input

Assess & Prioritize Health Status Needs/Problems

- Reviewed data with stakeholders, noted that adolescents ages 15-24 in county had higher death rate than state average and a significant increasing trend for rate motor vehicle collision injuries for age group
- Stakeholders prioritize adolescent deaths and injuries

Sample Case Study (cont.)

Assess Community/MCAH Resources & Strengths/Capacity

- MCAH strong relationships with schools, parents providers concerned about issue and willing to help, possible grant funding

Analyze Problem & Select Interventions

- MCAH conducts formal problem analysis with stakeholders & identify intervention points
- MCAH identifies evidence-based interventions to reduce adolescent injuries by including improving seat belt use and reducing distracted driving

DEVELOP LOGIC MODEL

Sample Case Study (cont.)

- **Develop Objectives using S.M.A.R.T.**
- **Plan & Implement Program**
 - Adjust Logic Model, as needed
 - Create Action Plan
 - Long-Term Objectives
 - Precursor Intervention Points of Entry
 - Intermediate and Short-Term Objectives
- **Identified Target Population**
- **Evaluate & Measure Performance**

References

- [The Planning Guide: Developing an Effective Planning Process: A Guide for Local MCH Programs](#) (2003, 2nd Edition) by Oliva G, Belfiori J, Thind N, Ezrr S, & Gee J

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