Surveillance & Evaluation Webinar Series Presents:

GUIDANCE FOR THE DP15-1509 AND DP14-1410 FINAL EVALUATION REPORT
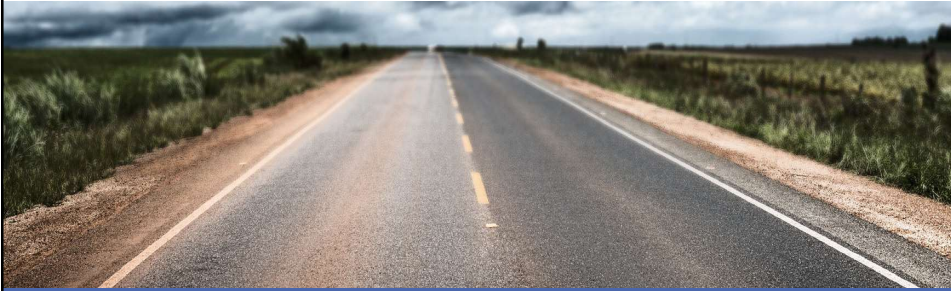
Tuesday, April 7, 2020

The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.

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DP15-1509 and DP14-1410 Final Evaluation Report Guidance

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Agenda

NOFO Requirements

General Report Guidance

Report Structure and
Organization

Report Sections and
Subsections

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NOFO Requirements

- Recipients of DP15-1509 and DP14-1410 are required
  to submit a final evaluation report **120 days after the
  close of the project period**

- Recipients of both DP15-1509 and DP14-1410 will be
  asked to submit **1 final evaluation report** covering
  both funding opportunities

- Further guidance on the WHEN and the HOW of the
  submission process will be provided by project officers
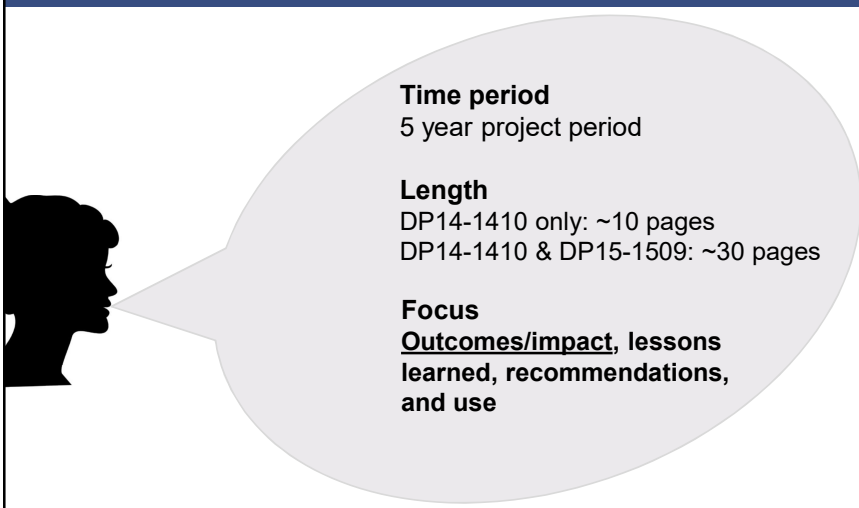
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General Report Guidance

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General Report Guidance

Time period
5 year project period

Length
DP14-1410 only: ~10 pages
DP14-1410 & DP15-1509: ~30 pages

Focus
<u>Outcomes/impact</u>, **lessons learned, recommendations, and use**

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Report Structure and Organization

01	**Cover Page**
02	**Table of Contents**
03	**Executive Summary**
04	**DP15-1509 Evaluation Report**
05	**DP14-1410 Evaluation Report**
06	**Appendices**

Subsections

Background and Evaluation Priorities

Evaluation Findings and Successes

Lessons Learned

Dissemination, Recommendations, and Use

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Evaluation Report Section: Front Matter

01	**Cover Page**
02	**Table of Contents**
03	Executive Summary
04	DP15-1509 Evaluation Report
05	DP14-1410 Evaluation Report
06	Appendices

Cover Page
- Title of Report
- Date
- Contact Information

Table of Contents
- Indicate all sections and subsections
- Include page numbers
- List all supplemental documents under the Appendices

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Evaluation Report Section: Executive Summary

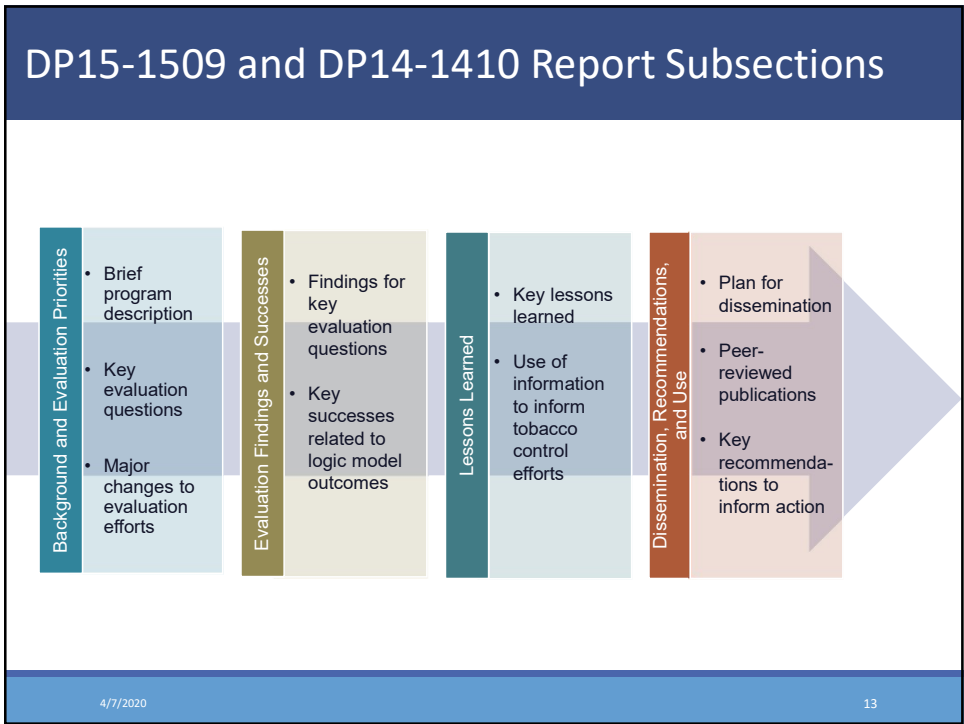|	
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"Whoops—I accidentally pressed 'elevator pitch.'"

- Should succinctly summarize and highlight key findings during the entire project period
- Presents the most compelling information
- Consider using data visualization

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Evaluation Report Section: DP15-1509 and DP14-1410 Evaluation Reports

01	Cover Page
02	Table of Contents
03	Executive Summary
04	**DP15-1509 Evaluation Report**
05	**DP14-1410 Evaluation Report**
06	Appendices

Results-oriented

To what extent were DP15-1509 and/or DP14-1410 logic model(s) outcomes achieved?

Action-oriented

How will findings be used to inform and drive improvements in program efforts?

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DP15-1509 and DP14-1410 Report Subsections

Background and Evaluation Priorities
- Brief program description
- Key evaluation questions
- Major changes to evaluation efforts

Evaluation Findings and Successes
- Findings for key evaluation questions
- Key successes related to logic model outcomes

Lessons Learned
- Key lessons learned
- Use of information to inform tobacco control efforts

Dissemination, Recommendations, and Use
- Plan for dissemination
- Peer-reviewed publications
- Key recommenda-tions to inform action

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Evaluation Report Subsection: Evaluation Findings and Successes

NOFO	DP15-1509	DP14-1410
Evaluation Findings	**3-5** evaluation questions • Strategy • Population group(s) • Evaluation design • Answer to evaluation question • Impact related to NOFO logic model outcomes • Impact on tobacco-related disparities • Implications for future work Prioritize outcome/impact-related questions	**2-3** evaluation questions • Strategy • Population group(s) • Evaluation design • Answer to evaluation question • Impact related to NOFO logic model outcomes • Impact on tobacco-related disparities • Implications for future work Prioritize outcome/impact-related questions

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Evaluation Report Subsection: Evaluation Findings and Successes

NOFO	DP15-1509	DP14-1410
Successes	Key successes related to **priority DP15-1509 logic model outcomes** during the project period • Focus on policy, systems, environmental, and behavioral changes	Key successes related **to priority DP14-1410 logic model outcomes** during the project period • Focus on policy, systems, and behavioral changes • Report key enhancements to the Quitline (e.g., operations, sustainability, expansion of services) • Describe how the program supported and leveraged CDC's *Tips* Campaign

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Evaluation Report Subsection: Lessons Learned

For each NOFO, report lessons learned for at **least 2** of the 5 categories listed below

Challenges	Key challenges and how your program overcame them
Promising Practices	Strategies and interventions that showed promise as a new or innovative approach to achieve tobacco-related outcomes
Effectiveness of Strategies	Strategies that were the most effective and the least effective at achieving tobacco-related outcomes
Disparities	Strategies that were effective at engaging populations affected by disparities and/or influencing changes in tobacco-related outcomes
Value for Money	Achieving program outcomes in relation to program costs. Can include data from cost-benefit and/or return on investment analyses.

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Evaluation Report Subsection: Dissemination, Recommendations, and Use

- Plan to disseminate findings to stakeholders, partners, community
- Peer-reviewed publications

- Recommendations to inform/improve tobacco prevention and control efforts based on evaluation findings

Dissemination

Recommendations

Use

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Evaluation Report Subsection: Dissemination, Recommendations, and Use

BACK

What did you learn?

What worked?

What didn't work?

What changes can your program benefit from?

FUTURE

How will you use what you learned to inform your program efforts?

How will you build on what worked?

What changes will be made to address what didn't work?

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Appendices

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Any **supplemental materials**, including additional information you would like to share, such as figures, charts, success stories

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Resources

Developing an Effective Evaluation Report
https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/evaluation_report/index.htm

Kauffman Foundation Evaluation Report Guidance
https://www.kauffman.org/evaluation/evaluation-reporting-guide/

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