

## PROGRAM EVALUTION: JUST THE BASICS

### RESOURCES

The resources below will provide more in-depth information about some of the topics covered in the Program Evaluation: Just the Basics webinar (November 30, 2023).

#### GENERAL EVALUATION RESOURCES

##### **Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48 (No. RR-11)**

The CDC Framework serves as a guide for public health programs in using evaluation. It is a practical tool that summarizes essential elements of program evaluation.

<https://www.cdc.gov/mmwr/PDF/rr/rr4811.pdf>

<https://www.cdc.gov/evaluation/framework/index.htm>

##### **Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide**

This self-study guide is a “how to” guide to support planning and implementation of evaluation activities. It is based on CDC’s Framework for Program Evaluation in Public Health.

<https://www.cdc.gov/evaluation/guide/introduction/index.htm>

##### **CDC Evaluation Documents, Workbooks and Tools**

CDC maintains a repository of tools and resources to support evaluation. The toolkit includes resources to support development of local evaluations; guidance and templates **for logic models**; best practice examples; and other practical resources.

<https://www.cdc.gov/evaluation/tools/index.htm>

<https://www.cdc.gov/library/researchguides/LogicModels.html>

##### **Evaluation guide for HIV testing in non-clinical settings and linkage to health and prevention services**

This Guide is a companion resources to the Planning and Implementing HIV Testing and Linkage Programs in Non-Clinical Settings: A Guide for Program Managers. The Evaluation Guide provides information, exercises, and tools that can be used to design and implement a monitoring and evaluation (M&E) strategy. While focused on HIV testing and linkage programs in non-clinical settings, the information and tools included in the Evaluation Guide are easily adapted for other intervention/program types. Chapter 3 of this resources provides guidance and examples to support crafting SMART objectives.

<https://stacks.cdc.gov/view/cdc/26216>

## GOALS AND OBJECTIVES

### **From SMART to SMARTIE: How to Embed Inclusion and Equity in Your Goals**

This resource, published by the Management Center, provides practical tips and examples on how to craft goals that reflect equity and inclusion.

<https://www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/>

### **SMARTIE Goals Worksheet**

This is a practical tool that can help you ensure that your program goals are SMARTIE. The tool may be adapted to support SMARTIE objectives. Published by the Management Center.

<https://www.managementcenter.org/resources/smartie-goals-worksheet/>

### **Writing Effective (SMARTIE) Objectives**

This tool developed by CDC's National Breast and Cervical Cancer Early Detection Program is a practical tool that includes examples of SMARTIE objectives which can be easily adapted to HIV prevention and related programs.

<https://hdsbpc.cdc.gov/s/article/BC-DP22-22202-SMARTIE-Objective-One-Pager-January-2022>

### **Writing SMART Objectives**

This resource from the CDC provides an orientation to writing SMART objectives, and provides a SMART objectives template. This resource can complement other resources addressing SMARTIE goals and objectives.

[https://www.cdc.gov/dhdsp/evaluation\\_resources/guides/writing-smart-objectives.htm](https://www.cdc.gov/dhdsp/evaluation_resources/guides/writing-smart-objectives.htm)

## LOGIC MODELS

### **Developing an Effective Logic Model: A Quick Guide**

This guide, produced by the National Association of City and County Health Officials (NACCHO) provides an introduction to logic models, along with examples and resources for additional information.

<https://www.naccho.org/uploads/downloadable-resources/LMQuickGuide.pdf>

### **Logic Model Development Guide**

This guide developed by the Kellogg Foundation provides an introduction to logic models, along with step-by-step instructions and tools to support development of logic models.

[https://www.betterevaluation.org/sites/default/files/2021-11/Kellogg\\_Foundation\\_Logic\\_Model\\_Guide.pdf](https://www.betterevaluation.org/sites/default/files/2021-11/Kellogg_Foundation_Logic_Model_Guide.pdf)