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.

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

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
General Report Guidance

Time period
5 year project period

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

Focus
Outcomes/Impact, lessons learned, recommendations, and use
## 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

## Evaluation Report Section: Front Matter

| 01 | Cover Page |
| 02 | Table of Contents |
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| 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
Evaluation Report Section: Executive Summary

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


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?
DP15-1509 and DP14-1410 Report Subsections

Evaluation Report Subsection: Evaluation Findings and Successes

<table>
<thead>
<tr>
<th>NOFO</th>
<th>DP15-1509</th>
<th>DP14-1410</th>
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<tbody>
<tr>
<td></td>
<td>3-5 evaluation questions</td>
<td>2-3 evaluation questions</td>
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<tr>
<td></td>
<td>Strategy</td>
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<td>Population group(s)</td>
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<td>Evaluation design</td>
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<td></td>
<td>Answer to evaluation question</td>
<td>Answer to evaluation question</td>
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<td>Impact related to NOFO logic model outcomes</td>
<td>Impact related to NOFO logic model outcomes</td>
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<td>Impact on tobacco-related disparities</td>
<td>Impact on tobacco-related disparities</td>
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<td>Implications for future work</td>
<td>Implications for future work</td>
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<td>Prioritize outcome/impact-related questions</td>
<td>Prioritize outcome/impact-related questions</td>
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### Evaluation Report Subsection: Evaluation Findings and Successes

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

Evaluation Report Subsection: Dissemination, Recommendations, and Use

What did you learn?
What worked?
What didn’t work?
What changes can your program benefit from?

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?
Appendices

- Cover Page
- Table of Contents
- Executive Summary
- DP15-1509 Evaluation Report
- DP14-1410 Evaluation Report
- Appendices

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

Resources

Developing an Effective Evaluation Report

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