

Performance Monitoring and Program Report: Evaluation and Performance Measurement Plan Template

Instructions: Use this evaluation plan template as a guide when thinking through how you would like to evaluate your project. You do not need to complete sections of this template that are not relevant to this CDC-funded project. Collaborate with your Project Officer or Technical Monitor to edit or adjust this template as needed to suit the needs of your organization. Please reference the [CDC Evaluation Framework](#) for additional tips and resources. Sections relevant to your Notice of Award should match accordingly, e.g. Funding Period and A1.1 Title of project. Please note that the text in blue represents an example response to use as a guide for completing the Evaluation Plan. Please delete the blue text ahead of submitting the Evaluation Plan.

1. Federal Agency, Center, and Division to which this Report is being Submitted	2. Federal Notice of Funding Opportunity (NOFO) or Other Identifying Funding Mechanism Number Assigned by Federal Agency	3. Name of Submitting Organization	4. Funding Period
<i>CDC, NCIRD, ISD</i>	<i>OT18-1802</i>	<i>(Insert partner name)</i>	<i>9/30/2021 – 10/01/2023</i>

A. Overview and Planning

A1. Evaluation Plan Overview

A1.1. Description of Project: Provide the title of your project and a brief overview of your project.
Enhancing Vaccine Confidence: The purpose of this evaluation is to assess the effectiveness of the trainings, toolkits, and other activities for increasing clinician knowledge and self-efficacy in having COVID-19 vaccine conversations with their patients and peers.

A1.2. Strategies and Activities to Evaluate: Select strategies from your workplan and/or the Cooperative Agreement you would like to evaluate during the funding period. You may add more than three strategies by copying/pasting below strategy 3. For each strategy, include one or more related activities and population(s) of focus. You may copy directly from the workplan/CoAg, or you may choose to add specificity to the strategies here. You may also work with collaborators (A2) to think about activities that could be evaluated.

- **Strategy 1:** *Increase the skills and subsequent behaviors of clinicians to have effective COVID-19 vaccination conversations with their patients*
 - **Population of Focus:** *Clinicians, partner members, general public*
 - **Activities:** *Build champion network, recruit social media influencers, develop trainings, develop toolkits, develop social media materials, conduct webinars, technical assistance, etc.*
- **Strategy 2:** *[Insert strategy]*
 - **Population of Focus:** *[Insert population(s) of focus]*
 - **Activities:**
 - *[Insert corresponding activities]*
- **Strategy 3:** *[Insert strategy]*
 - **Population of Focus:** *[Insert population(s) of focus]*
 - **Activities:**

- [Insert corresponding activities]

A1.3. Overall Evaluation Approach and Context: Describe the general approach that you will undertake to evaluate these strategies (what do you hope to answer through your evaluation of this project?). If your organization is continuing previous work, how will your strategies/activities improve and expand on your prior work? If this is a new project for your organization, how will your strategies/activities lead to your intended outcomes?

The main evaluation questions are if these trainings and toolkits increase the skills and subsequent behaviors of providers to have effective COVID-19 vaccination conversations with their patient population including addressing any misinformation. We want to evaluate the impact of the trainings and toolkits.

Our evaluation will be conducted online, which could lead to lack of engagement and accountability and may impact program reach and number of completed surveys.

Additional factors impacting the program:

- Physician burnout could be a factor, as this has been exacerbated by the COVID-19 pandemic.
- Vaccination may not be a priority for physicians to discuss with patients or for each patient's situation.

A1.4. Use of Evaluation Findings: Describe how your evaluation findings will be used to support continuous quality and programmatic improvement. Findings will inform revision of project methods and promising practice strategies. For example, identifying communities that need services brought to them.

The results will be used to show the impact the interventions had on clinician knowledge, self-efficacy, skills, and behaviors. This evaluation will allow for program adjustments if necessary. The input from the participants will provide insight on potential gaps existing in the program.

We plan to disseminate our findings to CDC and internally through formal reports and meetings. We are also partnering with other organizations to assist with dissemination of the trainings and toolkits. Findings will be relayed to partner organizations and the Champions to show the impact of the program. Results will also be disseminated to fill gaps in current literature to inform clinicians, researchers, and other training program developers.

A2. Table for Interested/Impacted Party/Partner Assessment and Engagement Plan (Optional)

Instructions: In this section, include people, communities, or organizations who have a major interest and role in the project. You do not need to complete all rows. Please include details that demonstrate how the people, communities, or organizations listed can help your evaluation needs or would be interested in or impacted by the project's outcomes. You may also work directly with collaborators on sections of the evaluation plan, such as thinking through activities (A1.2).

A2.1. Collaborator/Partner Name	A2.2 Interest or Perspective	A2.3. Role in the Project and Evaluation <i>In addition to their primary role, please share whether they are a decision-maker, lead a component of the project, etc.</i>
CDC	Interested in implementation, findings (lessons learned), and impact	Funder – Project Officer and Technical Monitor provides guidance and input
CDC Partners	Interested in lessons learned	Collaborative learning

A3. Logic Model

Instructions: Provide a logic model (including resources/inputs, activities, outputs, short, intermediate, and long-term outcomes) for the immunization program that is being evaluated. Consider your population(s) of focus, especially in reference to outcomes (who are you aiming to support? who do you want the program to impact?). **You may use the table below to develop a new Logic Model based on your workplan, or you may submit an existing Logic Model that includes these categories. Please view [CDC Evaluation Brief 2 - Logic Model Basics](#) and a [CDC Logic Model Example](#) for additional guidance .**

A3.1. Resources/Inputs	A3.2. Activities	A3.3. Outputs	A3.4. Outcomes		
<i>What resources are available to support what is being evaluated (e.g., staff, funding, space, time, partnerships, technology, etc.)?</i>	<i>What specific activities are undertaken (or planned) to achieve the outcomes? Activities may correspond to the activities listed in A1.2</i>	<i>What products (e.g., presentation, training, toolkit, etc.) are produced by your staff as a result of the activities performed?</i>	<i>What are the program’s intended outcomes? What are your desired changes or impacts that this project is hoping to achieve? The intended outcomes can be short-, intermediate-, or long-term. (The examples in parentheses below are for a 3-year CoAg)</i>		
			Short-term (e.g., year 1)	Intermediate-term (e.g., year 2)	Long-term (e.g., year 3)

B. Evaluation Design

Instructions: Pull strategies (one strategy per row) and activities from A1.2 to outline how you will conduct your evaluation.

B1. Evaluation Design and Data Collection Matrix

B1.1. Strategy	B1.2. Activity(s)	B1.3. Evaluation Design	B1.4. Data Collection Method	B1.5. Data Analysis
<i>Please reference the strategies from your workplan and/or the Cooperative Agreement. You may copy directly from A1.2.</i>	<i>Please reference the activities from your workplan and/or the Cooperative Agreement. You may copy directly from A1.2</i>	<i>What type of design will you use to evaluate this strategy/activity? This could be a pre/post survey, tracking number of people reached, focus groups, etc.</i>	<i>How you will collect the data (i.e., abstraction from records, database, survey etc.)?</i>	<i>What type of analysis will you apply to the data (i.e., descriptive statistics, thematic analysis)?</i>
Training physicians	Build Champion network, develop trainings, develop toolkits, conduct webinars	We will be conducting pre-training and post-training knowledge check questionnaires of Champions for webinars. We will conduct interviews with Champions to determine detailed information on the implementation of their Champion-led trainings.	The pre- and post-training questionnaires will be delivered by the Champions during their training via QR code or survey link.	Descriptive statistics, thematic analysis
Disseminate information via campaigns	Develop social media materials, recruit social media influencers	We will also be utilizing website metrics, YouTube video views, and social media post metrics, social media listening to determine reach of our trainings, toolkits, and disseminated information.	Abstraction of data from web metrics.	Descriptive statistics

C. Performance Measurement Plan

C1. Performance Measurement Plan

Performance Measurement Plan Narrative							
<p>C1.1. Ensure Data Quality: Describe your plans for assessing the validity, accuracy, and consistency of your performance measurement data. A brief summary is sufficient, but you may elaborate when helpful.</p> <p>Examples of how we will work to ensure data quality:</p> <ul style="list-style-type: none"> We will conduct surveys immediately after trainings and keep surveys open for 1-week post-training for consistency and accuracy of results We will regularly conduct trainings for staff entering data to check for data quality issues We will strive for completeness of data, including sending reminders to participants to complete surveys, and will standardize required questions (online survey tools will support the standardization of formats) 							
C1.2. Indicators for Outcomes	C1.3. Baseline	C1.4. Year [1] Target	C1.5. Year [X] Target	C1.6. Year [X] Target	C1.7. Data Source	C1.8. Frequency of Data Collection	C1.9. Measurement Notes
Enter each relevant indicator (for an outcome) based on program guidance and your workplan. You may also think of these indicators as outcome measures. If relevant, include whether you are tracking an average, percent increase, or another measure.	Please reference the CoAg and associated data sources for your project. Please contact your Project Officer for additional support.				How you will collect the data (i.e., project records, surveys, etc.)?	How often you are collecting data for this performance measure?	Describe any notes about data measurement.
% of Champions reporting increased vaccination coverage among their patient populations	N/A	30%	35%	N/A	Post surveys; interviews with Champions	3 times	N/A

% increase in clinician knowledge on the effects of COVID-19 on their patient population	40%	50%	N/A	N/A	Pre/post surveys (Likert scale) with Champions	2 times	N/A
% increase in clinicians' abilities to assess patient-specific vaccine barriers	30%	50%	N/A	N/A	Pre/post surveys; Interviews with Champions	4 times	N/A

D. Barriers and Facilitators

D.1. What are some barriers to completing evaluation (funding or resources to support evaluation, skillsets of staff, etc.)?

- Staff members are new to evaluation, may need additional support/guidance from CDC
- Learning what evaluation methods may work best for our project and thinking through how to best collect and assess data

D.2. What are some facilitators to completing evaluation (allotted money in budget, staff designated for evaluation, etc.)?

- Support/TA from CDC Project Officer/Technical Monitor
- Having the funding to support our evaluation process

E. Evaluation Budget (Optional)

E.1. Expense (items, staff, other resources)	E.2. Projected Cost

E.3. What is the total expected cost for the evaluation? (Consider potential need to hire one or more people to execute the evaluation plan outlined above)

E.4. Have you budgeted for these costs in your overall project budget?

E.5. Are any in-kind, volunteer, or partner resources being contributed?