How to Use This Guide

A good evaluation requires detailed planning. Program evaluation is an essential part of effective program development and implementation. Detailed planning prior to conducting evaluations will ensure successful execution of the evaluation that meets the standards of utility, feasibility, propriety and accuracy – ensuring that the time, energy and resources invested in evaluation will be worthwhile.

Writing an evaluation plan is an essential part of the planning process. An evaluation plan serves as a guide to conducting program evaluations. The plan should:
- ❖ Lay out a cohesive approach to conducting the evaluation and using the results
- ❖ Guide the evaluation by explaining what the activities are, when the activities should occur, how they will be accomplished, and who is responsible for completing them
- ❖ Document the process for all stakeholders
- ❖ Ensure implementation of the evaluation

This document is intended to help TB program staff develop and write an evaluation plan. It consists of a **template** for writing your evaluation plan, followed by detailed instructions and guidance for filling in each section, as well as a sample evaluation plan written for a program component in Appendix A. The detailed guide provide a framework for thinking about your own program. Following the suggestions along with completing the sections and tables, will result in a complete evaluation plan. Suggestions or examples that may help you complete each section are included. You can use these suggestions as they are, or as guidance to help identify information for your own plan.

An evaluation plan should contain each of the following sections. As you can see by the diagram in figure 1, the sections correspond to the Framework for Program Evaluation in Public Health (MMWR, 1999).

- ❖ Introduction
- ❖ Stakeholder Assessment
- ❖ Background and Description of the TB Program and Program Logic Model
- ❖ Focus of the Evaluation
- ❖ Gathering Credible Evidence: Data Collection
- ❖ Justifying Conclusions: Analysis and Interpretation
- ❖ Ensuring Use and Sharing Lessons Learned: Reporting and Dissemination
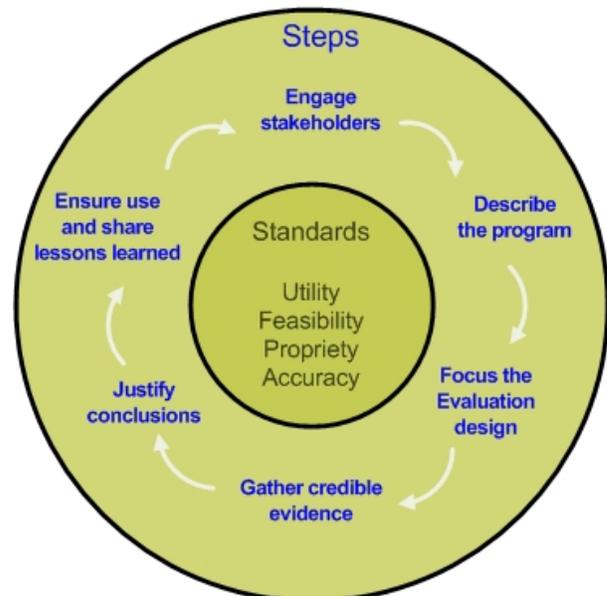- ❖ Appendices

Figure 1: Framework for Program Evaluation

For additional information about how to conduct evaluation using the Framework please refer to www.cdc.gov/eval