

MARYLAND DEPARTMENT OF HEALTH

**Program Planning  
and Evaluation  
Fetal Infant Mortality Review**

**Maternal and Child Health Bureau**

**Prevention and Health Promotion Administration**

**Updated April 2018**



# Definition of a Program

- Defined by CDC as any organized public health activity.

# Effective Public Health Approach

- Readiness to Act—commitment of FIMR program.
- Needs assessment—FIMR data.
- Strategies—FIMR case review and community action teams.
- Planning
- Implementation
- Monitoring
- Evaluation
- Investment

# Why Have an Action Plan?

- Provides a “map” to transform recommendations into action.
- Serves as general guidelines and structure for change
- Is a built-in monitoring and evaluation tool.

# Elements of a Good Action Plan

- A statement of need identified by assessment data.
- A measurable performance target tied to the need.
- The steps or activities required to achieve the goal(s).

## Elements of a Good Action Plan (cont.)

- ● A timeline for all activities, including interim progress indicators.
- A designated responsible party.
- A description of financial, material and human resources required.
- Includes a plan for evaluation.

# Goal-setting:

## Establishing Needs-Based Priorities



Goal: A statement of a desired outcome towards which the program is directed.

FIMR Examples:

- Long-term Goal: To ensure that all women have a healthy pregnancy outcome.
- Short-term Goal: To improve perinatal systems of care.

# Review of FIMR Process

- Identify sentinel events.
- Collect data from various sources.
- Review selected cases with multi-disciplinary team.
- Develop recommendations.
- **Develop plan for community action.**
- **Mobilize community for action.**

# Setting Priorities for Action

## Three scenarios:

- The solution or action is obvious.
- The recommendation needs further investigation or clarification.
- The recommendation is beyond the scope or range of the Community Action Team (CAT).

# Setting Priorities for Action

## If:

- The solution or action is clearly defined and feasible.
- The recommendation needs further investigation or clarification.
- The recommendation is beyond the scope or range of the CAT.

## Then:

- Assign the issue to the CAT to carry out the intervention.
- Work to review and refine possible actions before delegating to the CAT.
- Delegate to an appropriate person or group to address the issue.

# Setting Objectives



**Objective:** a statement detailing how goals will be met that outlines the desired accomplishments of the program.

# Setting Objectives



Objectives should be **SMART**:

- **S**pecific (how much?)
- **M**easurable (available data)
- **A**chievable (realistic)
- **R**elevant (fits with goals)
- **T**imed (when?)

# Examples of Good Objectives

- By August 1, 2010, the number of women enrolling in prenatal care during the first trimester will have increased by 20%.
- By August 1, 2010, the number of women giving birth in the hospital with no prenatal care will have decreased by 20%.

# Keep it Realistic



- While identifying objectives, keep asking “Are you sure you can do this?”
- Remember that objectives and their timelines are only guidelines, not rules set in stone.

# When Choosing an Intervention

1. Be sure that your program is addressing issues of priority to the community.
2. Decide whether you'll address the issue directly, or a root cause of the problem.
3. Find practices and interventions that have successfully addressed the issue.
4. Modify these successful interventions to fit the needs of your community.

# Example of Action Planning for FIMR

Case	Strategy	Objective	Responsible Party	Timeline
<p>To increase the # of women accessing prenatal care early in pregnancy.</p>	<p>To enroll women in prenatal care at the time they are confirmed as being pregnant.</p>	<p>To increase by 20% the # of women enrolled in prenatal care from referrals through pregnancy testing centers.</p>	<p>CAT</p>	<p>By 8/2011</p>

# Why Have a Plan for Evaluation?

- To distinguish effective from ineffective interventions.
- To launch new interventions or revise existing interventions to achieve desired results.
- To add to existing knowledge base and give direction to FIMR community action activities.
- To provide evidence of FIMR effectiveness and promote sustainability of program activities.

# Steps for Programs Evaluation

- Evaluation plan and indicators to be used should be included in the action plan.

## Steps:

1. Conduct a baseline assessment using chosen indicators.
2. Implement chosen intervention.
3. Monitor to assess implementation progress.
4. Conduct a follow-up assessment to detect impact of intervention (compare to baseline).

# Process vs. Outcome Measures

- Attainment of objectives can be monitored by using process or outcome measures.
  - **Process:** focuses on monitoring the implementation of an intervention—What steps did we take along the way?
  - **Outcome:** focuses on measuring the effectiveness of intervention in addressing the problem or issue—Did we reach our destination? Did change occur?.

# Process vs. Outcome Measures

- Examples of Process Indicators:
  - Number of women educated about the benefits of early prenatal care.
  - Number of trainings held for providers regarding strategies to get women enrolled early in pregnancy.
- Example of Outcome Indicators:
  - Number of women enrolled in prenatal care in the first trimester.

# Conclusions



- Planning and evaluation are key to achieving program goals.
- Program goals should reflect the mission or overall vision of the organization.
- Action plans should take into account local political climate, resources and priorities.