Program Planning and Evaluation

Maryland Department of Health and Mental Hygiene
Fetal and Infant Mortality Review

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, 2012, the number of women enrolling in prenatal care during the first trimester will have increased by 20%.

- By August 1, 2012, 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

Goal	Strategy	Objective	Responsible Party	Timeline
To increase the # of women accessing prenatal care early in pregnancy.	To enroll women in prenatal care at the time they are confirmed as being pregnant.	To increase by 20% the # of women enrolled in prenatal care from referrals through pregnancy testing centers.	CAT	By 8/2012

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.