

Community Voice Evaluation Plan  
 Developed by University of Memphis Center for Research on Women

<b>DRAFT CV - Evaluation Question by Method</b>	<b>Observations</b>	<b>Survey</b>	<b>Knowledge Test</b>	<b>Interviews</b>	<b>Focus Groups</b>	<b>MOD reports</b>
<b>Responsible PI</b>	<b>RF</b>	<b>LS, RF</b>	<b>LS, RF</b>	<b>JC, RF</b>	<b>RF, JC</b>	<b>JC</b>
<b>How Effective is the Curriculum?</b>						
Effectiveness of materials (curriculum, PPT slides, fact sheets)	x	x	x	x	x	
Effectiveness of followup with LHA (booster, 6 month celebration)	x	x				
Effectiveness of educator	x	x	x	x	x	
Effectiveness of recruitment and outreach materials (website, newsletter, brochure, posters, other media)						
Fidelity to CV manual	x		x	x		
LHA knowledge of course content	x	x	x	x	x	
LHA confidence in ability to disseminate		x			x	
<b>How Effective is the Administration of the Program?</b>						
Staffing (hiring, training, supervision, cooperation, turnover)				x		x
Implementation of training	x			x	x	x
Implementation of tracking system				x		x
Implementation of follow up with LHAs				x		x
Implementation of Media Plan/Social Marketing				x		x
Fidelity to Contract Scope of Work				x		x
Troubleshooting/Problem solving				x		?
Partnerships among MOD, St. Paul's, CROW, Mayor's Office, Churches, Schools, Agencies, community collaborative board	x			x		x
Implementation of recruitment						
Number and type of partnerships and level of commitment						
Proportion of prospective participants contacted vs. trained						
Effectiveness of tracking system						
CRFs returned						

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<b>How Effective is Program Penetration/Dissemination?</b>						
No of community hosts contacted (compared to assets)						x
Training Outputs (# trained, ave size, location, time, attendance)		x				x
Background info on LHA's trained		x				
Barriers to retention; incentives for retention				x	x	
Barriers to making contacts					x	
Community awareness of issue					x	
Community awareness of program (source & perception)					x	
No of LHA contacts in the community (1-on-1 vs. grp)						
Topics covered by LHA during encounter					?	
Financial incentives – how important to LHA?					x	x
<b>How Effective is CV on Long Term Outcomes?</b>						
Community has some knowledge of course content			x (compare y1	x		x
Positive behavioral change in target population						
Increased utilization of first trimester prenatal care						
Reduced LBW births						
Reduced prematurity						
Reduced infant mortality						
Sustainability				x	x	
Scalability						x

<b>DRAFT CV - Evaluation Question by Method</b>	<b>Recruitment Database</b>	<b>Contact logs</b>	<b>Birth Certificate Data</b>	<b>TDH data</b>	<b>GIS maps</b>	<b>Media File</b>	<b>Content analysis</b>	<b>Comparison to ACOG Guidelines</b>
<b>Responsible PI</b>	<b>LS, PB</b>	<b>PB</b>	<b>PB, RF</b>	<b>PB, RF</b>	<b>PB, RF</b>	<b>JC</b>	<b>JC, RF</b>	<b>LS, JC</b>
<b>How Effective is the Curriculum?</b>								
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Effectiveness of followup with LHA (booster, 6 month celebration)	x						?	
Effectiveness of educator								
Effectiveness of recruitment and outreach materials (website, newsletter, brochure, posters, other media)							x	
Fidelity to CV manual								
LHA knowledge of course content								
LHA confidence in ability to disseminate		x						
<b>How Effective is the Administration of the Program?</b>								
Staffing (hiring, training, supervision, cooperation,								
Implementation of training	x				x			
Implementation of tracking system	x							
Implementation of follow up with LHAs							x	
Implementation of Media Plan/Social Marketing						x		
Fidelity to Contract Scope of Work								
Troubleshooting/Problem solving								
Partnerships among MOD, St. Paul's, CROW, Mayor's Office, Churches, Schools, Agencies, community collaborative board	x				x	x		
Implementation of recruitment	x	x						
Number and type of partnerships and level of commitment	x							
Proportion of prospective participants contacted vs.	x	x						
Effectiveness of tracking system	x	x						
CRFs returned		x						

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No of LHA contacts in the community (1-on-1 vs. grp)		x						
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Financial incentives – how important to LHA?								
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Sustainability		x						
Scalability	x							