Program Evaluation: Getting to Outcomes Using Logic Models and Other Tools
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Everyone understands the need for program evaluation, yet the process and practicality of developing a useful program evaluation plan can be challenging. In this breakout session, we will explore how birth defects surveillance programs can use available tools, such as a logic model, to guide them in framing program goals and activities that will result in desired outcomes. Cara Mai will present CDC birth defects surveillance cooperative agreement logic model and evaluation tools. Then, the Michigan and Colorado programs will discuss how they have tailored the logic model and tools for their surveillance activities. Specifically, Janice Bach and Joan Ehrhardt from the Michigan birth defects program will review the process of developing a comprehensive logic model that encompasses surveillance, prevention and referral; the final results, benefits and plans for implementation and evaluation will be presented and discussed. Carol Stanton with the Colorado birth defects program will briefly highlight their evaluation plan and then focus on the evaluation of their referral program.