



CBPM

Community-Based Prevention Marketing



Monitor and Evaluate

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CBPM for Policy Development Step 7 Facilitator Guide

Each step of Community Based Prevention Marketing for Policy Development includes a learning module on the CBPM Policy Development website, a corresponding Facilitator Guide, and resources and worksheets specific to the activities for each step. The training module and Facilitator Guide complement each other and provide the facilitator and the coalition with a comprehensive understanding of the purpose of each step as well as the resources to complete the activities for each step.

These Facilitator Guides were developed primarily to assist the facilitator by providing a lesson plan and activities to be completed by the coalition during each meeting. The corresponding training modules on the CBPM Policy Development website should also be viewed by the facilitator prior to the coalition meeting. The facilitator may then choose all or parts of the training module to share with the coalition. While some of the information provided in the website training modules may be helpful for the coalition, the decision to watch all or parts of the module—either as a group or separately before the coalition meeting—is for the facilitator to make, based on the needs of the coalition.

Title	Step 7: Monitor Policy Implementation and Evaluate Impact
Time	60-90 minutes
Materials	<p>Materials needed:</p> <p>Group</p> <ul style="list-style-type: none"> • Display mechanism for eight steps in the CBPM for Policy Development process flowchart • Learning Module: <i>Policy Implementation: Keeping our Eyes on the Prize</i> • CDC Evaluation Handbook <p>Individual</p> <ul style="list-style-type: none"> • “What is Evaluation?” handout • Monitoring worksheet • Evaluation worksheet & example • Data collection worksheet • Meeting evaluation worksheet <p>Additional Resources:</p> <ul style="list-style-type: none"> • Re-Aim.org at http://www.re-aim.org
Objectives	<p>Upon completion of this step, coalition members will worked with partners to:</p> <ol style="list-style-type: none"> 1. Develop a monitoring and evaluation plan to track implementation fidelity and evaluate policy efforts.

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Prior to the meeting	Coalition Readiness
Activity	<ol style="list-style-type: none"> 1. Select an evaluation leader. 2. Review the CDC Evaluation Handbook. 3. Review the Step 7 module from the training website. 4. Review the Step 7 worksheets. 5. Make copies of the “<i>What is Evaluation?</i>” handout
Anticipatory Steps	<ul style="list-style-type: none"> • Step Seven is devoted to developing a monitoring and evaluation plan. • Coalition members use this plan to monitor how the policy is implemented, and use results to identify the need for midcourse activities to ensure fidelity with the original policy goals. • Monitoring is an ongoing process that looks forward to see how a plan is working. Evaluation is a process that looks back to see the impact of a program or policy change. There is some overlap with these two concepts. The coalition may choose only to monitor. • Information is also collected on barriers to successful implementation, unanticipated consequences, and multiple outcomes that will enable other communities to better assess the potential impact and political feasibility of promoting the policy elsewhere.

Instructional Input			
During the Meeting	Min	Activity	Objective
Procedure	50-80	<ol style="list-style-type: none"> 1. The coalition develops a plan for monitoring how the policy is implemented. 2. First, the coalition, answers four questions: <ol style="list-style-type: none"> a. Whose health will be improved as a result of the policy? b. What organization or governing body will be responsible for adopting the policy? c. Who is responsible for complying with the policy? d. What organization will be responsible for enforcing the policy? 3. Next, using the Step 7 worksheet, the evaluation leader facilitates a discussion of indicators that will be measured for each component, taking costs and other research opportunities and constraints into consideration. The Evaluation worksheet provides examples of the most common indicators for each component. 	1

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		<ol style="list-style-type: none"> a. The role of the coalition is to help guide the evaluation leader in developing the types of questions needed to determine whether the initiative is effective. b. The Monitoring worksheets provide much of the information needed to help the coalition work through designing a plan for monitoring the policy. c. The two Evaluation worksheets will help the coalition answer key questions to complete the Data Collection worksheet to guide the final evaluation plan. d. The Data Collection worksheet will help the coalition think through how the evaluation leader will collect the required information. Once this worksheet is complete, the facilitator and evaluation leader will assign roles and tasks. <p>4. A Monitoring & Evaluation subcommittee is selected to work with the evaluation leader to design the research methodology (measures, data collection methods, sampling frames) used to monitor and evaluate policy impact. The Data Collection worksheet can serve as a guide for this process.</p>	
Conclusion	10	5. The coalition decides how often to review monitoring results and schedules next meeting.	N/A
Measures of Progress		<ul style="list-style-type: none"> • Activity completion • Completion of Monitoring worksheet • Completion of Evaluation worksheet • Completion of Data Collection worksheet • Creation of a Monitoring & Evaluation subcommittee 	
Note to Facilitator	<p>At this point, the facilitator and evaluation leader may want to remind coalition members that policy change often requires extended periods of time to be implemented and demonstrate successful outcomes, especially when advocating for legislative change. The group may want to review the criteria they used to assess return on investment (see Sample Criteria) and establish some benchmarks for “early wins” ,e.g., sponsorship, initial adoption of policy in limited scope, etc.</p>		