**A Proposal for an Evaluation of [Health and Wellness Education Program Name]**

[Author Name]

[Institution]

[Course]

[Instructor Name]

[Date]

### Your Title Goes Here

Write and introduction paragraph here that starts your paper.

## Program Description and History

* What is the history of the selected health and wellness education program?
* What is the identified need for the program you are evaluating?
* What are the overall goals and outcomes of the program?
* How are the goals and outcomes currently measured?
* What are the program’s major educational activities?
* What context/environment exists for the program to be evaluated

## Stakeholder Engagement

* Who are the stakeholders for this evaluation? (Identify at least three sets of stakeholders: (1) Individuals in charge of program operations, (2) target population served by the program including demographics and need addressed by program, and individuals who will use the evaluation findings.)
* What role will they play in developing this evaluation plan?
* How do you plan to engage these stakeholders when implementing the evaluation plan (e.g., participate in collecting data, help to interpret findings)?

## Stakeholder Engagement Plan (Add cells as needed)

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder Group | Interest or Perspective | Role in the Evaluation | How and When to Engage |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### Purpose and Logic Model

*For this section of the evaluation proposal, you will identify the evaluation purpose and develop a logic model (graphical depiction) of the program you plan to evaluate. The logic model will provide information on inputs, activities, outputs, and outcomes. A logic model template is provided through a link on the assignment page. You will also address the proposed timeline and potential evaluation budget.*

## Evaluation Purpose

* What is the purpose of this evaluation?
* How will findings from the evaluation be used?

## Thinking Through a Logic Model

### *Resources/Inputs*

* What resources are available to support the program being evaluated (e.g., staff, money, space, time, partnerships, technology, etc.)?

### *Activities*

* What specific activities are undertaken (or planned) to achieve the outcomes?

### *Outputs*

* What products (e.g., materials, units of services delivered) are produced by your staff as a result of the activities performed?

### *Outcomes*

* What are the program’s intended outcomes (intended outcomes are short-term, intermediate, or long-term)?
* What do you ultimately want to change as a result of your activities (long-term outcomes)?
* What occurs between your activities and the point at which you see these ultimate outcomes (short-term and intermediate outcomes)?

### *Proposed Timeline*

* In what timeframe will the evaluation occur?
* When will significant events, such as formal data collection, data analysis, information dissemination, take place?
* Are there any foreseeable bottlenecks or sequencing issues?

### *Potential Evaluation Budget*

* What is the estimated cost for this evaluation?
* Where will the monetary and other resources originate to support the evaluation?

### Evaluation Design

*This section provides information on how you will design your evaluation. Provide information on evaluation questions, stakeholder information needs emerging from the evaluation, and the evaluation design.*

## Evaluation Design

* Which approach do you intend to use to design the program evaluation? (Program-Oriented, Decision-Making, or other? You may research and select another design.)
* Why did you select this design?
* How does the logic model you developed support the selected approach?

## Overall Evaluation Goals

* What specific questions do you intend to answer through this evaluation? (State 1-3 questions.)
* Use the SMART goal procedure to formulate 1-3 measurable goals or outcomes for the evaluation aligned to the questions you intend to answer.

### Data Collection

*This section provides information on how you will collect/compile data for the proposed evaluation. Provide information on methods by which you will collect/compile data, and how those methods are related to the evaluation questions you identified.*

## Data Collection

* What data will be collected/compiled to answer the evaluation questions?
* What methods will be used to collect or acquire the data? (e.g., interviews, surveys, questionnaires, existing/secondary data, etc.)
* How will self-evaluation be incorporated into data collection activities?
* From whom or from what will data be collected (source of data)?
* How will the data be protected?

## Reliability, Validity, and Ethics

* When selecting your evaluation methodology, how will you address reliability, validity, and ethical considerations?

### Data Analysis and Interpretation

*In this section, provide information on indicators and standards you will use to judge success, how you will analyze your evaluation findings, and how you will interpret and justify your conclusions.*

## Indicators and Standards

* What are some measurable or observable elements that can tell you about the performance of the program being evaluated?
* What constitutes “success”? (i.e., by what standards will you compare your evaluation findings?)

## Analysis

* What method will you use to analyze your data?
* Who will you involve in drawing, interpreting, and justifying conclusions?
* What are your plans to involve them in this process?

### Use, Communication, and Evaluation

*This section provides information about how information from the evaluation plan process and results will be used and shared and how the evaluation itself will be evaluated.*

## Use

* What actions will be taken to promote evaluation use?
* How will evaluation findings be used?
* Who is responsible for implementing evaluation recommendations?

## Communication

* Which evaluation stakeholders will you communicate with and why (e.g., update on status of evaluation, invite to meetings, share interim or final findings)?
* What methods (e.g., in-person meetings, emails, written reports, presentations) will you use to communicate with evaluation stakeholders?
* Why are these methods appropriate for the specific evaluation stakeholder audience of interest?

## Evaluating the Evaluation

* How will you evaluate the evaluation? (Instruments? Stakeholder input? Data analysis?)

**References**

*In this section, develop a References page in APA format. Template citations for a journal article and website, respectively, are provided below.*

Author, A., & Author, B. (date). Title of document. *Journal Title, Volume*(Issue) page–page. https://doi.org/######

Author, B., Author, C., & Author, D. D. (Year, Month Date). *Title of content*. Website Name. https://URL