FY19-21 Tobacco Grant Cycle
Evaluation Requirements by Grantee Type

GENERAL EVALUATION EXPECTATIONS

CEPEG

- CEPEG will provide proactive technical assistance (TA), training, and evaluation support for all STEPP grantees.
- CEPEG will reach out proactively to grantees to share evaluation resources.
- CEPEG will provide TA, training, plan review, comments and/or recommendations to any grantee who requests assistance in developing an evaluation plan.
- If TA is requested, CEPEG will provide feedback and guidance on evaluation plans and data collection tools via email, video conference, or in-person meetings.
- CEPEG will review and provide comment and recommendations on any grantee evaluation plan at the request of STEPP.
- CEPEG cannot enforce any action based on recommendations.
- CEPEG is not required to review evaluation plans prior to grantees' evaluation deadlines unless otherwise specified in the grantee's SOW. CEPEG will review draft evaluation plans prior to the deliverable deadline at the grantee's or STEPP's request.

STEPP

- STEPP Points of Contact (POCs) should inform CEPEG of any evaluation TA requests they receive from grantees, along with contact information and any other pertinent details. CEPEG Evaluation TA staff will reach out to grantees directly.

GRANTEES

- Grantees are encouraged, but not required unless otherwise noted in the grantee's SOW, to reach out to CEPEG with evaluation-related questions and are invited to meet with CEPEG for additional feedback and support around their evaluation plan(s).
- Grantees soliciting CEPEG technical assistance in evaluation planning will be asked to send drafts of their evaluation plan, planning diagrams and data collection tools to CEPEG for review and feedback.
- Grantees are encouraged, but not required to attend evaluation training webinars organized by CEPEG.
- Grantees are not required to submit evaluation plans to CEPEG for approval unless specified in the grantee's SOW.
- During the grant cycle, grantees are required to review annually, at a minimum, and revise evaluation plans as needed. Updated plans should be shared with STEPP in accordance with grantees' SOWs.

GRANTEE-SPECIFIC EVALUATION EXPECTATIONS

MINIMALLY FUNDED LHAs (FUNDED AT OR BELOW $50,000)

- Minimally funded grantees are not required to create an evaluation plan for foundational activities. An evaluation plan is only required if a specific strategy has been selected.

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LHAs FUNDED ABOVE $50,000
- Grantees should create an evaluation plan and evaluate, at a minimum, either one (1) foundational activity or one (1) selected strategy. Grantees shall submit evaluation planning documents to STEPP by April 30, 2019. Planning documents include:
  - The evaluation plan table generated through the EvaluationCO.org module (3rd step) using grantees' unique project details.
  - A written narrative providing further detail on the evaluation plan, including project description, evaluation questions, activities, data collection methods and tools, and timeline. (CEPEG will provide a template for this document however, grantees are not required to use the CEPEG template.)
  - If grantees evaluate Community Mobilization around Price Strategies, they <u>MUST</u> base their evaluation plan on the prepopulated Project Theory Diagram provided by STEPP.
- CEPEG requires that all grantees seeking final evaluation plan assistance from CEPEG provide evaluation documents to CEPEG at least six weeks prior to deliverable date for review and comment.

COMPETITIVE, SOLE SOURCE, TA PROVIDERS, AND MEDIA GRANTEES
- Competitive grantees must develop evaluation plans that meet the rigorous evaluation requirements specified in the RFA and listed in their SOWs.
- It is recommended that competitive grantees identify two (2) evaluation questions.
- Competitive grantees must submit evaluation planning documents to STEPP as specified in the SOW.
- Planning documents include:
  - The Project Theory Diagram, Project Flow Diagram and the Evaluation Plan table generated through the EvaluationCO.org module using grantees' unique project details.
  - A written narrative providing detail on the evaluation plan, including project description, evaluation questions, activities, data collection methods and tools, and timeline. (CEPEG will provide a template for this document however, grantees are not required to use the CEPEG template.)
- CEPEG review is not required unless otherwise spelled out in the grantee's SOW. However, CEPEG will provide comment and recommendations at either the grantee's or STEPP's request.
- CEPEG requires that all grantees seeking final evaluation plan assistance from CEPEG provide evaluation documents to CEPEG at least six weeks prior to deliverable date for review and comment.

COMPETITIVE, SOLE SOURCE, TA PROVIDERS, AND MEDIA GRANTEES CONDUCTING WORK RELATED TO CEPEG'S MICRO-EVALUATIONS
<u>Select grantees whose work directly impacts CEPEG's Micro-Evaluation are expected to provide information in addition to the </u>evaluation expectations outlined in the section above, "Competitive, Sole Source, TA Providers, and Media grantees."
- CEPEG will provide grantees working in areas aligned with CEPEG evaluation projects with the following:
  - Key process and outcomes indicators
  - Data collection requirements and reporting tools
- CEPEG will work to ensure that key indicators and metrics are aligned to the extent possible with grantees' activities to minimize reporting burden.