

PROGRAM PLANNING & EVALUATION

OUTREACH REFERENCE MANUAL



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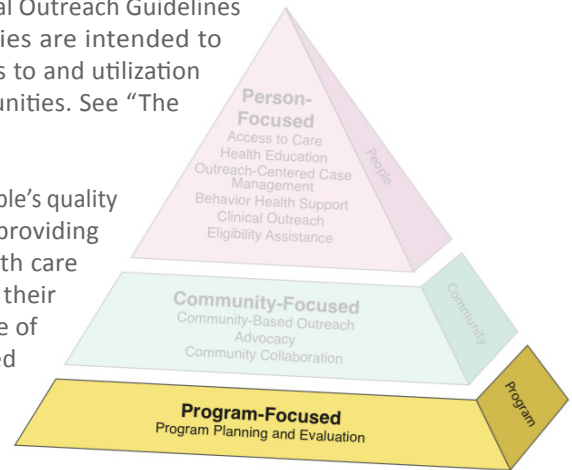
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INTRODUCTION

The Outreach Reference Manual uses Health Outreach Partners’ National Outreach Guidelines as a key framework. The ten guidelines and accompanying strategies are intended to provide direction on using outreach most effectively to increase access to and utilization of comprehensive primary health care services in underserved communities. See “The National Outreach Guidelines” in the Appendix to learn more.

Health Outreach Partners defines outreach as the process of improving people’s quality of life by facilitating access to quality health care and social services, providing health education, bringing linguistically and culturally responsive health care directly to the community, helping people to become equal partners in their health care, and increasing the community’s awareness of the presence of underserved populations. This chapter focuses on the Program-Focused Guideline: Program Planning and Evaluation. The guideline states, “the outreach program will consistently participate in outreach planning, document its activities, and measure the outcomes of services provided.” This chapter includes tools and frameworks for outreach program planning and evaluation.



Program planning and evaluation supports outreach programs by:

- **Building consensus:** Creating consensus among the outreach program staff ensures that those involved are motivated to complete the objectives identified on the program plan.
- **Communicating goals:** Establishing goals at the planning stage clearly communicates the driving force of the program.
- **Allocating scarce resources:** Careful planning enables your program to appropriately allocate funds and ensure that budgeted funds last the entire year.
- **Setting the pace:** Planning makes it easier to balance workloads and allows staff members to know what projects are coming.
- **Establishing accountability:** Planning provides the opportunity to clearly delegate responsibilities and holds staff accountable to these responsibilities.
- **Understanding whether or not goals were accomplished:** Evaluation helps your program understand whether or not the outreach program goals and objectives were met.
- **Ensuring the use of effective strategies:** Evaluation can support your program in identifying and using strategies that are effective and developing a better understanding of how to serve your priority population.

Outreach programs play an integral part in each stage of the program planning process from gathering resources to using your evaluation findings effectively. To accomplish this, this chapter will walk you through how to develop three key resources for outreach program planning: a logic model, an outreach program plan, and an evaluation plan. The following table outlines each type of resource.


	Logic Model	Program Work Plan	Evaluation Plan
What is it?	A logic model is the theory behind why your program will work. It describes the main elements of a program and how they will improve the health of your priority population.	A work plan outlines how you are going to complete your work by describing exactly what your program hopes to accomplish and the specific steps to do so.	An evaluation plan helps your program collect data and show if what you are doing is working. It also describes how you will monitor and evaluate your program.
Why is it important?	External Communication	Internal Communication	Internal Communication and Processes
When do you need one?	A logic model is usually created for new programs for the lifecycle of the program or when there are major changes in the program.	Work plans are usually created or updated for both new and existing programs at the beginning of every program cycle, typically one year.	Evaluation plans should be created and updated in conjunction with work plans and include sections of the work plan such as the indicators and data sources.

Finally, it is important to recognize that program planning is not a linear process and many recommendations included in this chapter do not have to be carried out step-by-step. Some planning may happen simultaneously with other planning processes or on an as-needed basis. Generally, planning happens when it makes the most sense for and in the unique context of your health center or program.

HOW CAN HOP ASSIST YOU FURTHER?

If you would like further assistance with planning, please visit www.outreach-partners.org and click on “contact us.” Specifically, HOP can help you:

- Prepare for program planning
- Create a logic model to support program planning
- Develop goals and objectives
- Focus activities to meet your broader health center goals
- Create an evaluation plan based on your program plan
- Use your evaluation findings



HOP Tip: “HOP Tips” are a key feature of the Outreach Reference Manual. They are indicated by a light bulb and are brief implementation tips that point out additional resources or provide suggestions.