

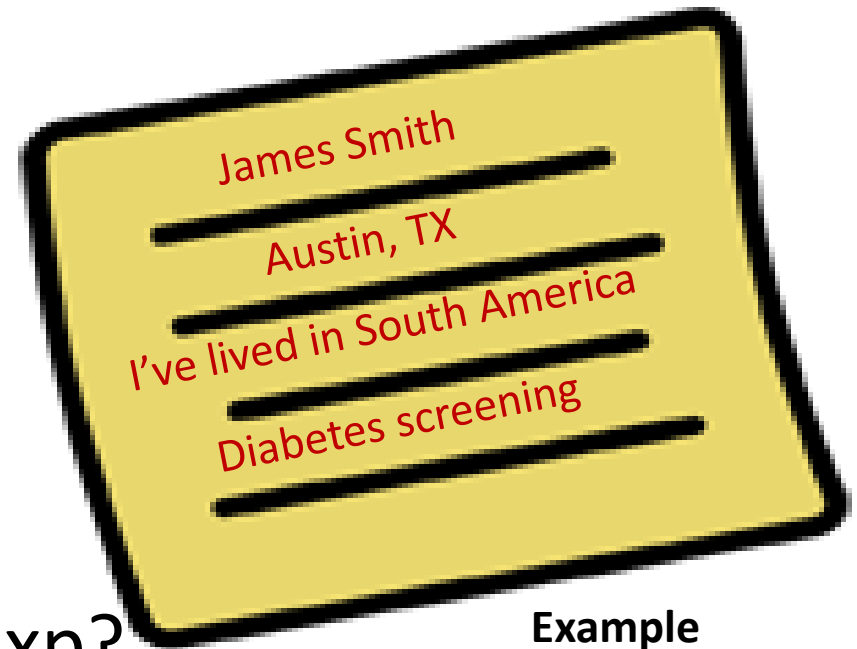
CSL Toolkit

Project Planning

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Methodist Healthcare Ministries

Introductions

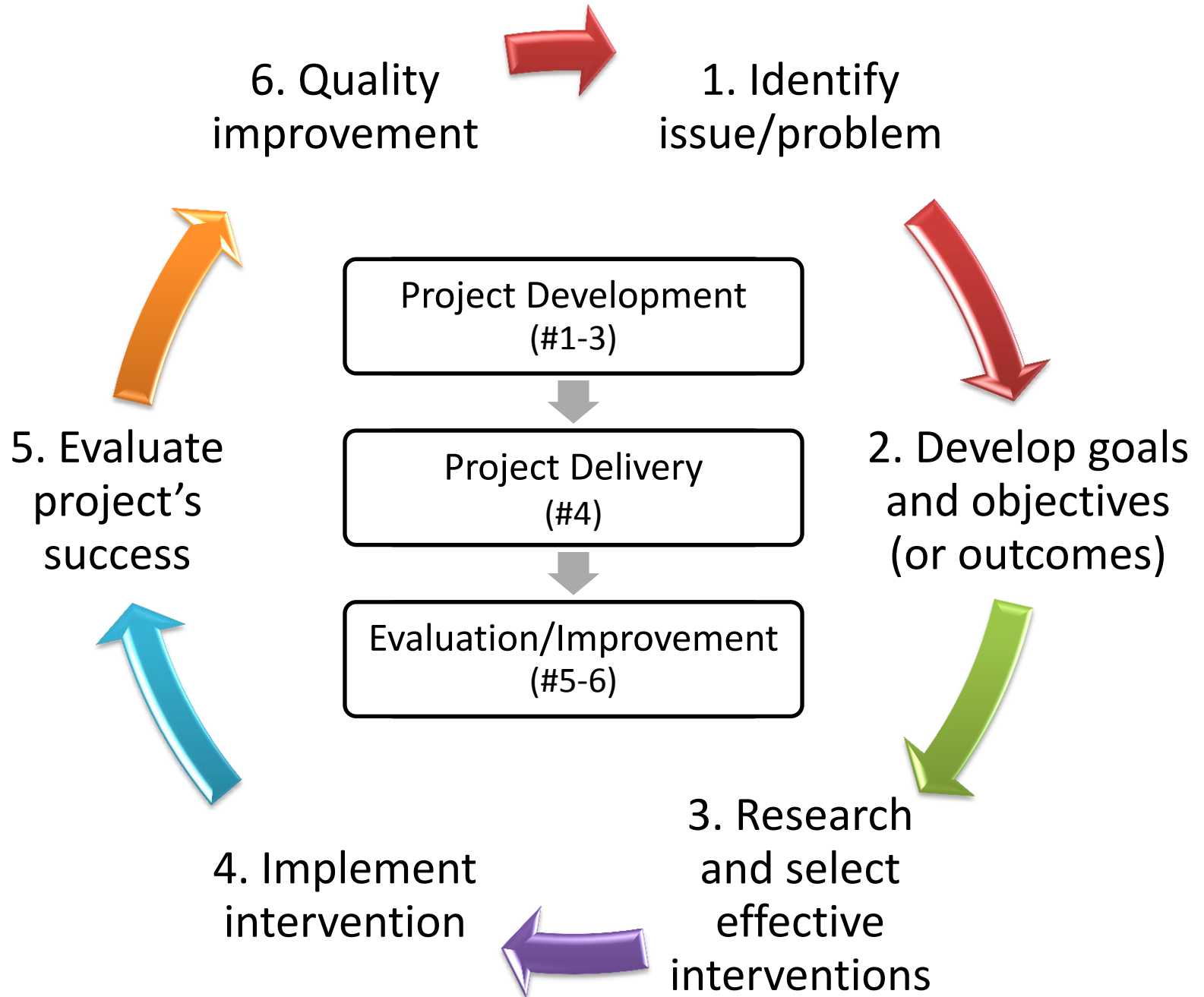
- Name
- From
- Fun Fact
- CSL Project Focus
- Project Planning Exp?



Learning Objectives

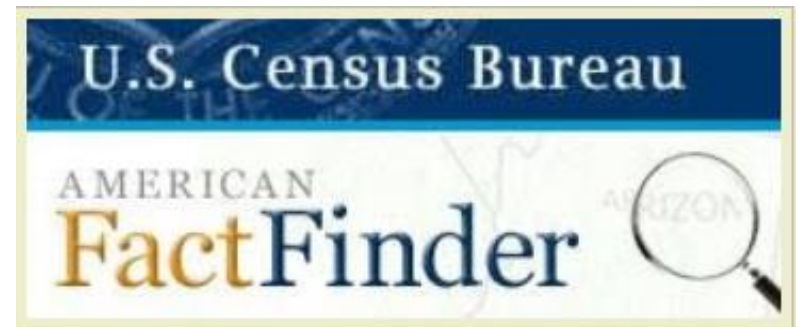
- Know strategies for successful project planning
- How to formulate SMART objectives
- How to use a logic model for project planning
- The Importance of evaluation in projects

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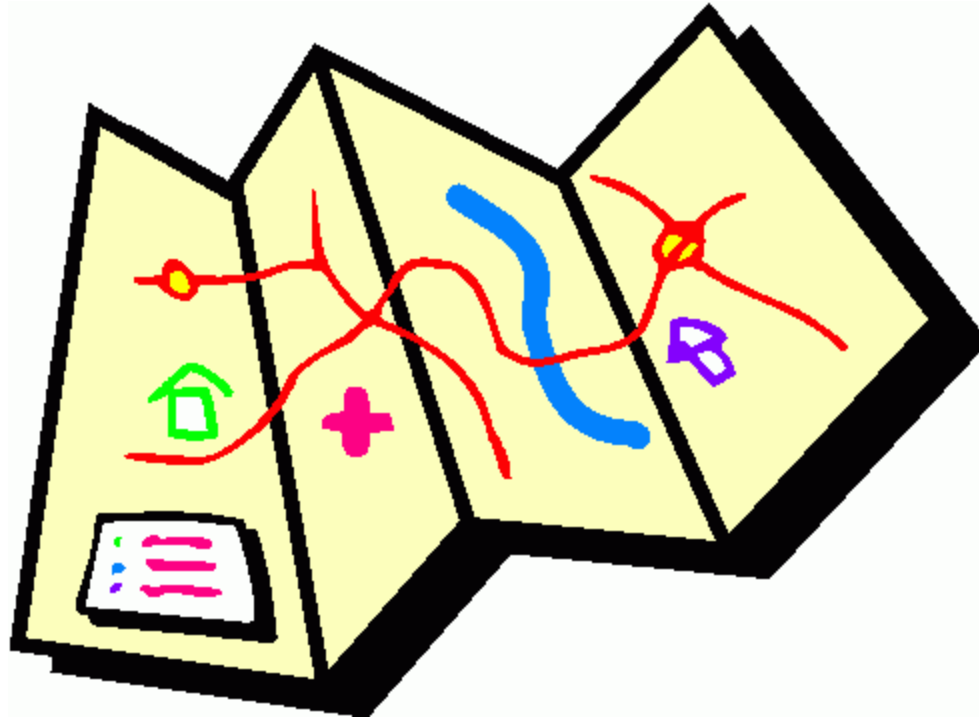
Identify Problem

- Conduct a brief community needs assessment
- Review health data (Healthy People 2020)
- Utilize data resources



National Center for Health Statistics...Monitoring the Nation's Health

Develop a Goal and Objectives



“If you don’t know where you’re going, you might NOT get there.” –Yogi Berra

Types of Goals

- Productivity Goal
 - What you will do and *how much* you will do
- Quality Goal
 - *How well* you do your work
- Outcome Goal
 - *Changes* in client condition

SMART Objectives

- Specific
- Measurable
- Achievable
- Results-oriented
- Time-limited



SMART Template

By _____, _____ **will**
[WHEN - time-bound] [WHO - specific]

have _____ **as measured**
[WHAT - specific]

by _____.
[MEASURE (number, rate, percentage of change, difference in baseline) – measurable]

Exercise 1

- Identify a problem
 - Use Healthy People 2020 Topic List
 - What resources/methods will be used to confirm issue/problem in your target population?
- Choose a goal and 2 objectives
 - Is it an outcome, quality goal, or productivity goal?
 - Keep in mind: SMART objectives

Research & Select Intervention

To be evidence-based or not to be? That is the question....



Search Strategy

- Internet Search (Google scholar, PubMed)
- Search Published Literature, reputable sources
- Use Common Sense



Evidence-Based Interventions & Practices

- Three Questions:
 - How strong is the demonstrated effect?
 - Have results been replicated?
 - Is it clear that the program caused the reported changes?
- A few resources:
 - The Guide to Clinical Preventive Services
 - Health Evidence
 - The Community Guide
 - Cancer Control PLANET
 - What Works for Health
 - Community Tool Box

How to Choose?

Evidence Ratings

From Strong to weak

- Scientifically supported, strong evidence
- Some evidence, moderate evidence
- Expert opinion
- Insufficient evidence
- Mixed evidence
- Evidence of ineffectiveness

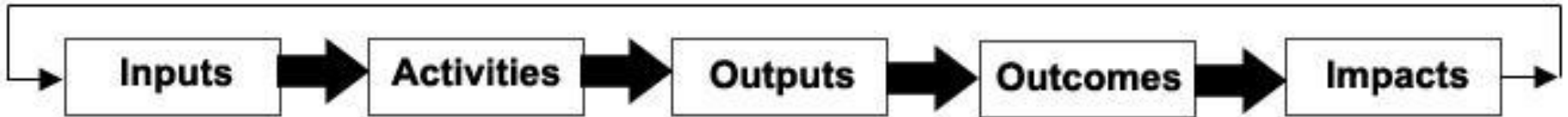
Consider the Community

- Available resources;
- Political/legal constraints
- General community readiness
- Community-identified need

Source: County Health Rankings & Roadmaps
“Choosing Your Strategy”

Logic Models

- A Tool used for Project Planning
- Inputs, Activities, Outputs, short- to long-term Outcomes, and Project Impact
- A Project Management roadmap



Logic Model Sample for CSL

Inputs	Activities	Outputs	Outcomes	Impact
Attending physician Medical student Influenza vaccine Patients Clinics Medical supplies	Inform patients during visit about flu vaccination Administer flu vaccines	200 adult flu vaccinations	Increase number of uninsured adults that receive preventive services	Improve access to comprehensive, quality health care services.

Exercise 2

- Develop a simplified logic model for the project
 - Make sure to reference the set goal and objectives, and the HP 2020 goal/objective as starting points

COMMUNITY SERVICE

Project Intervention

Community garden ~ Health Fair ~ Literacy Workshop



Evaluation

- Evaluation should always be a part a project's planning process
- Important questions to help you determine how evaluation will be used include:
 - What do my stakeholders need to know? What do stakeholders want to know? How will data be used?
 - What does your community need and want to know?
 - What will advance my field?

Evaluation Resources

- U.S. Department of Health & Human Services' *Program Manager's Guide to Evaluation*
- The Community Tool Box's *Developing an Evaluation Plan*
- The Community Tool Box's *Gathering Information: Monitoring Your Progress*
- The Community Tool Box's *Gathering and Using Community-Level Indicators*

Quality Improvement

Determine areas to improve quality:

- How well was the project planned?
- Is it being implemented as intended?
- Did the project have the intended results?
- What is different as a result of your objectives?
- Were there any unintended effects?
- Were the interventions chosen effective?
- What could be improved?

Questions?