



Grantee-Specific Evaluation

Grantees design and carry out evaluation activities to assess the implementation of their Project LAUNCH projects and to determine the outcomes associated with project activities within their states, tribes, communities, and the District of Columbia.

Each grantee engages an evaluator to conduct grantee-specific evaluation activities. In some cases, the evaluator is an employee of the grantee; in other cases, the state-, tribal-, or community-level program hires an independent contractor or consultant.

In all cases, the grantee-specific evaluator supports the state-, tribal-, and community-level teams by:



- **Writing a grantee-specific evaluation plan**

Each Project LAUNCH grantee prepares an evaluation plan that lays out the steps leading from the grantee-specific logic model to the evaluation questions, designs or plans to answer each question, data collection, and, finally, data analysis and reporting.

- **Developing the logic model and determining the evaluation questions**

A logic model graphically explains a program implementation plan and anticipated outcomes. The logic model helps evaluators focus the evaluation on the questions of highest priority and on the most relevant variables and performance indicators.

- **Selecting and/or creating evaluation instruments**

Grantees evaluate Project LAUNCH implementation and outcomes at the state, tribal, and community levels. This includes infrastructure development, service delivery, and outcomes for children and families. Grantees may develop instruments for the evaluation or obtain instruments from other sources. For example, publishers of evidence-based curricula often recommend or provide instruments for use in conjunction with their products. The local evaluator and the implementation team can jointly decide which, if any, of these tools to use for assessing implementation fidelity, client satisfaction, and/or outcome measurement. In other cases, evaluators may need to research and recommend other established tools or develop new instruments tailored to the needs of the grantee-specific evaluation.

- **Designing processes for collecting data**

Because Project LAUNCH children and families often participate in multiple evidenced-based activities, tracking participation and measuring outcomes can be challenging. Project LAUNCH

local evaluators can assist state, tribal, community, and District of Columbia leaders in developing systems for efficiently gathering data through their intake and service delivery activities and recording data through spreadsheets or electronic databases. When appropriate, evaluators may also collect their own information through surveys, observations, interviews, and focus groups.

- **Developing IRB submissions**

The grantee-specific evaluation (and cross-site evaluation) may involve IRB (Institutional Review Board) approval to ensure that specific rules and regulations designed to protect human subjects in research are followed. The local-level evaluator can develop the IRB submission, based on the grantee-specific evaluation plan that is developed.

- **Assisting state, community, and District of Columbia Project LAUNCH leaders to interpret grantee-specific and CSE results**

State, community, and District of Columbia Project LAUNCH leaders may use evaluation findings in a number of ways, for example:

- Reporting to a wide audience, including state and community child wellness councils and decision-makers
- Identifying needed improvements in service delivery during the life of the grant
- Advocating for new policies or policy changes
- Making the case for continued support