

### Attachment 4. Evaluation Matrix

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
<b>Evaluation Question 1: How are DP13-1314 and DP13-1315 grantees implementing the components of their respective FOAs to build capacity among their target audience(s)?</b>			
<b>EQ 1A. How are DP13-1314 grantees implementing the components of their FOA to build capacity among their target audience?</b>	<ul style="list-style-type: none"> <li>▪ Description of activities related to the five components of the FOA:               <ul style="list-style-type: none"> <li>○ Administering national network (e.g., # and type of affiliated organizations/partners in each network, process for governing network and promoting engagement with CDC funded programs)</li> <li>○ Educating and communicating support for evidence based interventions for tobacco and cancer prevention (e.g., # and types of training offered, educating CDC about target audience)</li> <li>○ Convening partners and promoting health systems interventions (e.g., # and types of partnerships developed, type of promotion activities)</li> <li>○ Building support for strategies to improve community-clinical linkages (e.g., # and type of activities focused on educating target audience on available community resources)</li> <li>○ Translating and disseminating data for action (e.g., # and type of opportunities provided to share relevant data to target audience)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>
<b>EQ 1B. What factors affect grantees' implementation of DP13-1314 FOA components?</b>	<ul style="list-style-type: none"> <li>▪ Contextual factors. Potential factors include:               <ul style="list-style-type: none"> <li>○ Costs/funding</li> <li>○ Staffing/personnel</li> <li>○ Amount of time</li> <li>○ Program maturity/infrastructure</li> <li>○ Staff capacity</li> <li>○ Access to those with subject matter expertise</li> <li>○ Partnerships</li> </ul> </li> <li>▪ Organizational factors               <ul style="list-style-type: none"> <li>○ History</li> <li>○ Maturity</li> <li>○ Mission</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
	<ul style="list-style-type: none"> <li>o Leadership</li> <li>▪ Qualities inherent to the cooperative agreement               <ul style="list-style-type: none"> <li>o TA received</li> <li>o Tools/resources made available</li> </ul> </li> <li>• Access to new partners</li> </ul>		
<p><b>EQ 1C. How are DP13-1315 grantees implementing the components of their FOA to build capacity among their target audience?</b></p>	<ul style="list-style-type: none"> <li>▪ Description of activities related to the five components of the FOA:               <ul style="list-style-type: none"> <li>o Coordinating technical assistance efforts</li> <li>o Proving TTA to facilitate: local CCC implementation; implementation of policy, system, and environmental approaches; and partnership sustainability.</li> <li>o Accelerating the reach of evidence-based and promising practices</li> </ul> </li> <li>▪ Supporting communication strategies to promote CCC success stories</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>
<p><b>EQ 1D. What factors affect grantees' implementation of DP13-1315 FOA components?</b></p>	<ul style="list-style-type: none"> <li>▪ Contextual factors               <ul style="list-style-type: none"> <li>o Costs/funding</li> <li>o Staffing/personnel</li> <li>o Amount of time</li> <li>o Program maturity/infrastructure</li> <li>o Staff capacity</li> <li>o Access to those with subject matter expertise</li> <li>o Partnerships</li> </ul> </li> <li>▪ Organizational factors               <ul style="list-style-type: none"> <li>o History</li> <li>o Maturity</li> <li>o Mission</li> <li>o Leadership</li> </ul> </li> <li>▪ Qualities inherent to the cooperative agreement               <ul style="list-style-type: none"> <li>o TA received</li> <li>o Tools/resources made available</li> <li>o Access to new partners</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>
<p><b>Evaluation Question 2: To what extent are DP13-1314 and DP13-1315 grantees implementing the components of the TTA framework?</b></p>			
<p><b>EQ 2A. What components of the TTA framework are DP13-1314 grantees implementing?</b></p>	<ul style="list-style-type: none"> <li>▪ Description of training and technical assistance approaches, strategies, and activities are related to the components of the TTA framework:               <ul style="list-style-type: none"> <li>o Identifying needs of target audience                   <ul style="list-style-type: none"> <li>• # and type of TTA planning activities (e.g.,</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
	<ul style="list-style-type: none"> <li>needs assessment)</li> <li>o Conducting capacity building <ul style="list-style-type: none"> <li>• Working with network to build and engage partnerships</li> </ul> </li> <li>o Planning and developing TTA <ul style="list-style-type: none"> <li>• Developing a training curriculum, developing webinar topics.</li> </ul> </li> <li>o Implementing TTA <ul style="list-style-type: none"> <li>• # and type of TTA provided in terms of dose, frequency, intensity, and mode (e.g. in person, group, one-on one, virtual, website)</li> <li>• # and type of materials and/or products developed (e.g. webinars, presentations, podcasts, guidance documents, factsheets, newsletters)</li> <li>• # and types of evidence-based interventions and/or promising practice for cancer prevention (e.g., reduce tobacco and cancer related health disparities)</li> <li>• # and type of channels used to disseminate evidence-based interventions and/or promising practices</li> </ul> </li> <li>o Evaluating and monitoring TTA efforts <ul style="list-style-type: none"> <li>• Development of an evaluation plan</li> <li>• Conduct of evaluation activities (e.g., pre-post assessment of training activities, assessment of TA efforts)</li> </ul> </li> </ul>	<p>support the implementation of 1314 conducted via case studies</p>	
<p><b>EQ 2B. What factors affect grantees' implementation of TTA framework components?</b></p>	<ul style="list-style-type: none"> <li>▪ Characteristics of the population-specific networks</li> <li>▪ Characteristics of the CCC programs</li> <li>▪ Characteristics of the organizations of participating coalition members and partners</li> <li>▪ Demographic or behavioral characteristics of the specific populations</li> <li>▪ Characteristics of the population-specific EBI's</li> <li>▪ Characteristics of the National Organizations and their respective networks</li> <li>▪ Characteristics of the systems and environmental strategies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic Analysis</li> </ul>
<p><b>EQ 2C. What components of the TTA framework are DP13-1315</b></p>	<ul style="list-style-type: none"> <li>▪ Description of training and technical assistance approaches, strategies, and activities are</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
grantees implementing?	<p>related to the components of the TTA framework:</p> <ul style="list-style-type: none"> <li>o Identifying needs of target audience <ul style="list-style-type: none"> <li>• # and type of TTA planning activities (e.g., needs assessment)</li> </ul> </li> <li>o Conducting capacity building <ul style="list-style-type: none"> <li>• Working with network to build and engage partnerships</li> </ul> </li> <li>o Planning and developing TTA <ul style="list-style-type: none"> <li>• Developing a training curriculum, developing webinar topics.</li> </ul> </li> <li>o Implementing TTA <ul style="list-style-type: none"> <li>• # and type of TTA provided in terms of dose, frequency, intensity, and mode (e.g. in person, group, one-on one, virtual, website)</li> <li>• # and type of materials and/or products developed (e.g. webinars, presentations, podcasts, guidance documents, factsheets, newsletters)</li> <li>• # and types of evidence-based interventions and/or promising practice for cancer prevention (e.g., reduce tobacco and cancer related health disparities)</li> <li>• # and type of channels used to disseminate evidence-based interventions and/or promising practices</li> </ul> </li> <li>o Evaluating and monitoring TTA efforts <ul style="list-style-type: none"> <li>• Development of an evaluation plan</li> <li>• Conduct of evaluation activities (e.g., pre-post assessment of training activities, assessment of TA efforts)</li> </ul> </li> </ul>	<p>reports, evaluation reports, program logic models)</p> <ul style="list-style-type: none"> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> </ul>	
EQ 2D. What factors affect grantees' implementation of TTA framework components?	<ul style="list-style-type: none"> <li>▪ Characteristics of the population-specific networks</li> <li>▪ Characteristics of the CCC programs</li> <li>▪ Characteristics of the organizations of participating coalition members and partners</li> <li>▪ Demographic or behavioral characteristics of the specific populations</li> <li>▪ Characteristics of the population-specific EBI's</li> <li>▪ Characteristics of the National Organizations and their respective networks</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials (e.g., work plans, progress reports, evaluation reports, program logic models)</li> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
	<ul style="list-style-type: none"> <li>▪ Characteristics of the systems and environmental strategies</li> </ul>		
<b>Evaluation Questions 3: To what extent did DP13-1314 and DP13-1315 grantees achieve planned short-term outcomes?</b>			
<p><b>EQ 3A.To what extent did DP13-1314 grantees achieve planned short-term outcomes?</b></p>	<ul style="list-style-type: none"> <li>▪ # of CCC programs, organizational coalition members and partners who newly support tobacco use prevention and cancer prevention as priority areas for target populations (short-term)</li> <li>▪ # of CCC programs, organizational coalition members and partners who strengthened support of tobacco use prevention and cancer prevention as priority areas (short-term)</li> <li>▪ # of CCC programs, organizational coalition members and partners who report newly using evidenced-based population specific practice and service strategies for tobacco use prevention and cancer prevention (short-term)</li> <li>▪ Level of dissemination of culturally appropriate population specific strategies for tobacco use prevention and cancer prevention to local CCC programs, coalition members, local and national partners</li> <li>▪ Level of diffusion of culturally appropriate population specific strategies for tobacco use prevention and cancer prevention within CCC programs and their partnership networks</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials review</li> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>
<p><b>EQ 3B.To what extent did DP13-1315 grantees achieve planned short-term outcomes?</b></p>	<ul style="list-style-type: none"> <li>▪ Establishment of a system and infrastructure to assure priority issues are addressed</li> <li>▪ Development of a network to implement and support TTA activities</li> <li>▪ # and type of needs assessments conducted with CCC program</li> <li>▪ # and type of promising practices/optimal approaches disseminated</li> <li>▪ # of CCC programs with enhanced capacity to implement CCC activities</li> <li>▪ # of CCC programs with improved implementation of policy, systems and environmental change strategies</li> <li>▪ # of CCC programs with enhanced and more sustainable partnerships</li> <li>▪ # and type of training, resources, and tools</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program materials review</li> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
	available for CCC programs		
<b>Evaluation Questions 4: To what extent did DP13-1314 and DP13-1315 grantees TTA activities contribute to CCC implementation and achievement in NCCCP priorities and goals?</b>			
<b>EQ 4A. How do key stakeholders from DP13-1314 perceive the effectiveness of TTA in contributing to NCCCP implementation and achievement in NCCCP goals?</b>	<ul style="list-style-type: none"> <li>▪ # and type of individuals' perceptions of the overall effectiveness of the TTA provided by each population specific network</li> <li>▪ # and type of individuals' perceptions of the most effective aspects of the TTA provided by each population specific network</li> <li>▪ # and type of individuals' perceptions of the least effective aspects of the TTA provided by each population specific network</li> <li>▪ # and type of individuals' suggestions for improving the effectiveness each population specific network</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>
<b>EQ 4B. How do key stakeholders from DP13-1315 perceive the effectiveness of TTA in contributing to NCCCP implementation and achievement in NCCCP goals?</b>	<ul style="list-style-type: none"> <li>▪ # and type of individuals' perceptions of the overall effectiveness of the TTA provided by each National Organization and its' respective network</li> <li>▪ # and type of individuals' perceptions of the most effective aspects of the TTA provided by each National Organization and its' respective network</li> <li>▪ # and type of individuals' perceptions of the least effective aspects of the TTA provided by each National Organization and its' respective network</li> <li>• # and type of individuals' suggestions for improving the effectiveness of each National Organization and its' respective network</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews with organizational staff that support the implementation of 1315 conducted via case studies</li> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>
<b>EQ 4C. In what ways, if any, has the TTA provided by each FOA influenced the goals, priorities and activities of NCCCP-funded programs?</b>	<ul style="list-style-type: none"> <li>▪ # of CCC programs that report the promotion of population-specific tobacco use prevention and cancer prevention as a priority</li> <li>▪ # of CCC programs that <i>newly</i> report the use of population-specific EBIs for tobacco use and cancer prevention</li> <li>▪ # of CCC programs that report <i>increased</i> use of population-specific EBIs for tobacco use</li> <li>▪ # of CCC programs that report increased/expanded implementation CCC activities</li> <li>▪ # of CCC programs and coalition members that</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> <li>▪ Interviews with NCCCP grantee program directors (identified via survey) that received extensive TTA</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
	<p>use systems and environmental strategies to prevent and reduce cancer burden</p> <ul style="list-style-type: none"> <li>▪ # of CCC programs that report use of strategies to improved and more sustainable partnerships</li> <li>▪ # of CCC programs that of report increased use communication strategies to prevent and reduce cancer burden</li> </ul>		
<p><b>EQ 4D. To what extent has the TTA influenced NCCCP programmatic outcomes?</b></p>	<ul style="list-style-type: none"> <li>▪ # of CCC programs that report improvements in outcomes aligned with the use of population-specific EBIs for tobacco use and cancer prevention (e.g. improved community clinical linkages, increased patient navigation, increased use of culturally appropriate smoking cessation programs)</li> <li>▪ # of CCC programs that report improved capacity to implement CCC activities</li> <li>▪ # of CCC programs and coalition members that report improved capacity to implement systems and environmental strategies to prevent and reduce cancer burden</li> <li>▪ # of CCC programs that report improved and more sustainable partnerships</li> <li>▪ # of CCC programs that report improved communication strategies to prevent and reduce cancer burden</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> <li>▪ Interviews with NCCCP grantee program directors (identified via survey) that received extensive TTA</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Descriptive analysis</li> </ul>
<p><b>Evaluation Question 5: What are the essential elements of a TTA model that build the capacity of NCCCP programs?</b></p>			
<p><b>5A. Which, if any, of the TTA approaches, strategies or activities implemented under DP13-1314 contributed the most to improved NCCCP programmatic capacity and/or outcomes?</b></p>	<ul style="list-style-type: none"> <li>▪ #, type and content of the National Network model's TTA approaches, strategies and/or activities that result in the improved outcomes</li> <li>▪ #, type and content of the National Network model's TTA approaches, strategies and/or activities CCC program staff, coalition chairs, organizational partners consider core/essential</li> <li>▪ #, type and content of the National Network model's TA&amp;T approaches, strategies and/or activities National Network populations specific grantees consider core/essential</li> <li>▪ #, type and content the National Network model's TA&amp;T approaches, strategies and/or activities national networks consider core/essential</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> <li>▪ Interviews with NCCCP grantee program directors (identified via survey) that received extensive TTA</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Qualitative comparative analysis</li> <li>▪ Descriptive analysis</li> <li>▪ Bivariate analysis</li> </ul>
<p><b>5B. Which, if any, of the TTA</b></p>	<ul style="list-style-type: none"> <li>▪ #, type and content of the National</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of CCC program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> </ul>

Evaluation Subquestions	Indicators	Data Sources	Potential Analysis
<p><b>approaches, strategies or activities implemented under DP13-1315 contributed the most to improved NCCCP programmatic capacity and/or outcomes?</b></p>	<p>Organizations' TTA approaches, strategies and/or activities that result in the most improved outcomes</p> <ul style="list-style-type: none"> <li>▪ #, type and content of the National Organizations' TTA approaches, strategies and/or activities CCC program staff, coalition chairs, organizational partners consider core/essential</li> <li>▪ #, type and content of the National Organizations' TTA approaches, strategies and/or activities CCC program directors, coalition members, or partners consider core/essential</li> <li>▪ #, type and content the National Organizations' TTA approaches, strategies and/or activities CDC staff and national organizations consider core/essential</li> </ul>	<p>director, coalition chair and up to 3 partners per program</p> <ul style="list-style-type: none"> <li>▪ Interviews with NCCCP grantee program directors (identified via survey) that received extensive TTA</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Qualitative comparative analysis</li> <li>▪ Descriptive analysis</li> <li>▪ Bivariate analysis</li> </ul>
<p><b>5C. What contextual factors, influence the effectiveness of each TTA model?</b></p>	<ul style="list-style-type: none"> <li>▪ Characteristics related to 1314 FOA</li> <li>▪ Characteristics related to 1315 FOA</li> <li>▪ Characteristics of the population-specific networks</li> <li>▪ Characteristics of the CCC programs</li> <li>▪ Characteristics of the organizations of participating coalition members and partners</li> <li>▪ Demographic or behavioral characteristics of the specific populations</li> <li>▪ Characteristics of the population-specific EBI's</li> <li>▪ Characteristics of the National Organizations and their respective networks</li> <li>▪ Characteristics of the CCC programs</li> <li>▪ Characteristics of the organizations of participating coalition members and partners</li> <li>▪ Characteristics of the systems and environmental strategies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of CCC program director, coalition chair and up to 3 partners per program</li> <li>▪ Interviews with NCCCP grantee program directors (identified via survey) that received extensive TTA</li> <li>▪ Interviews with organizational staff that support the implementation of 1314 conducted via case studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thematic analysis</li> <li>▪ Qualitative comparative analysis</li> <li>▪ Descriptive analysis</li> <li>▪ Bivariate analysis</li> </ul>