# STEP 11: EVALUATE GOALS, OBJECTIVES, STRATEGIES & THE COMMUNICATION PLAN

An annual evaluation of your goals and strategies is an essential part of the needs assessment and health improvement planning process. The final IRS regulations for tax-exempt hospitals require an evaluation of the impact of any actions that were taken since the hospital finished conducting its immediately preceding CHNA, to address the significant health needs identified in the hospital's prior CHNA(s).

Using an established method for evaluating your goals and strategies with additional data, you can track the progress in improving the health status of everyone in your county. **The evaluation does not have to be complex**; it can be as simple as asking a few basic process and outcome questions. The questions can be used to guide your annual evaluation of the public health goals your community selected as a priority.

**PROCESS**

- Did we implement the strategies identified in our health improvement plan as we intended (as outlined in our plan) during the year?
- If not, what strategies were used that were different from the original plan?
- Why were different strategies used from those identified in the original plan?
- Are there additional data available to describe the health of the community as well as special population groups? (See PHAB Measure 1.1.2 T/L required documentation #3).

**OUTCOME**

- Formative or Process Evaluation: What progress has been made this year to help reach the long-term goal(s)? Are there any changes/revisions needed to the plan?
- Long-Term Impact: What overall progress has been made to reach the long-term goal(s)? What was the baseline at the start of the timeframe (baseline data)? What are the data at the end of the most current year?

**CHANGES/REVISIONS**

- Is the logic behind our plan sound or does it need to be revisited?
- What strategies could be implemented to help meet our long-term goals?
- What other changes need to be made to help meet our goals?

**RESOURCES**

For more detailed information on evaluation, see

- *Community Toolbox*, University of Kansas, Chapter 36: Introduction to Evaluation at http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation
- *Principles of Community Engagement*, Second Edition, Chapter 7: Program Evaluation and Evaluating Community Engagement at www.atsdr.cdc.gov/communityengagement/pce_program_background.html