**PNASH Proposal Planning Tools & Templates**

**(Please use as a templates – sample from pesticide education project)**

**OUTCOME METRICS**

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| **OUTCOME** | **INDICATORS** | **DATA SOURCE & TOOL** | **ACCOMPLISHMENTS** | **MILESTONE DATE** |
| 1. Formative Evaluation- Completed clinician needs assessment; story board/map; wire frames | 100 clinicians complete online questionnaire; story board/map and wire frames with input from EPA,,SMEs | Online questionnaire; mind mapping and story board tool | ***(To be assessed annually and at Milestone dates.)*** | Yr 1 Q3 |
| 1. Web-based Content Management - Coded, error free | 5 individuals successfully navigate and input information | UX/UI Results | ***To be assessed annually and at Milestone dates.)*** | Yr 1 Q4 |
| Marketing - Market strategy developed; App marketed to 10,000 stakeholders | Documentation; 1,000 app downloads | Spit fire smart chart;  App store analytics | ***To be assessed annually and at Milestone dates.)*** | Yr 2  Yrs 3-5 |
| 1. Training – 4 Live and archived webinars | 100 stakeholders attend each webinar; 50% demonstrate increase in knowledge, rate experience and download app | Evaluation instrument  Pre and post assessment | ***To be assessed annually and at Milestone dates.)*** | Yrs 3-5 |

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| **TIMELINE** | **Year1** | | | | **Year 2** | | | | **Year 3** | | | | **Year 4** | | | | **Year 5** | | | |
| **Activities** | **Q1** | **Q2** | **Q3** | **Q4** | **Q1** | **Q2** | **Q3** | **Q4** | **Q1** | **Q2** | **Q3** | **Q4** | **Q1** | **Q2** | **Q3** | **Q4** | **Q1** | **Q2** | **Q3** | **Q4** | |
| Monthly partner mtgs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| SME Review |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Tech contractor oversight: specs., competitive bid process, review |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Formative audience evaluation/needs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Fiscal management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Quarterly progress reports; EPA reports |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Finalize apps; provide ongoing updates |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Develop and implement marketing strategy targeting 10,000 stakeholders |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Disseminate apps and Toolbox |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Facilitate 4 national webinars |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Present/exhibit at 8 regional/natl. mtgs. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Develop/maintain program web page |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| Outcome evaluation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |