

APPENDIX B: Guidance for Developing Project Work Plan and Performance Measurement Section



Note: All of the following items should be provided in the Project Work Plan and Performance Measurement section of your Application Form.

What is/are the goal(s) of your project?

Goal(s) of the project are the positive public health changes that you wish to see at the end of your project, resulting from the project objectives and activities you carry out.

- Describe one or two goal(s) of the project.

Example Goal

- Reduce the number of homes with high levels of radon within our county.

What are the objectives of your project?

Your objectives are the specific steps for achieving a particular goal. Your objectives should be [SMART](#) (specific, measurable, achievable, realistic, and time-phased).

- Describe how Tracking and/or project data will be useful in monitoring the objectives and activities of this project

Example Objectives

- By December 31, 202X, public health educator will post three Facebook and three Instagram messages on radon awareness.
- By April 30, 202X, the outreach specialist will deliver 100 radon test kits to residents at X event(s).

What are your performance measures?

Performance measures are a way to monitor progress and measure achievement of your project's objectives during the project period. You must collect data to be able to monitor performance.

- Include at least two performance measures for each of your project's objectives.

Example Performance Measures

- Number of Facebook and Instagram messages posted from [month] – [month]
- Number of short-term radon test kits ordered from health department website
- Number of participants receiving a free radon test kit per event
- Number and results of test kits returned

How will you collect data to track your performance measures?

There are various ways to collect data to measure progress. Some data are already available, such as Tracking data or social media analytics, while other data may need to be collected. Include the following information for performance measure collection:

- **Include information on which data source(s) you will use.** Specify if data will be collected by survey (online or paper), assessment tool, testing data, documentation of outreach event, social media, supply distribution, etc.
- **Frequency of collecting data (i.e., once, monthly, etc.).** Briefly describe when the data will be collected such as baseline and 3- or 6-month follow-up, weekly, monthly, and/or one-time data collection point.
- **Who will collect data.** Identify the person(s) who will collect the data.
- **How data will be analyzed and reported out.** Specify the person(s) to analyze the data such as summarizing survey results or testing data.

Example Data Collection and Tracking

Outreach specialist will use Excel to document number of residents who order short-term test kits from the HD website per month; number of people who receive free test kit per community event; test results of free test kits returned; results from State Lab (on monthly basis for returned free test kits); and categorize test results by different groups and document findings. Outreach specialist and department lead will report out at project end to funders and health board.

What activities will you do to work toward accomplishing your goals?

Activities are the stepwise tasks that need to be completed to move toward meeting your objectives. They provide additional detail and steps toward completing objectives.

- List multiple activities for each objective. Provide sufficient detail so the activity is clear and easily understood. The Notes section can be used to clarify or provide additional information.

Who are the person(s) responsible for carrying out the activity of interest?

For each activity, identify the person(s) responsible for carrying out and completing it. Persons can be local or Tribal health department staff, contracted staff, and/or other partners. Names of people or specific positions can be used. Please avoid using “to be determined” for all activities. Note that we understand that person(s) responsible for activities can change during the project period as needed.

Timeline

For each activity, provide an approximate—but specific—timeline based on your proposed project. We recommend using month(s) and year that the activity will take place. Avoid using the end of the grant period (“July 2027”) for all activities.

Notes

The notes section is not specifically scored on its own, but it can provide space if you’d like to share additional detail or explanation about an activity.