



Lesson 5E2: Workplan Example 2

Work Plan

In the interest of conserving limited space, we refer to *Period of Performance Outcomes* and *Outcome Measures* in the Work Plan tables, below, using the following codes:

Code	Period of Performance Outcomes (from Outcomes section of FOA)
PPO1	Increased number of PHPs who are aware of the public health surveillance data and evidence-based strategies for Lymphedema
PPO2	Increased number of people who are aware of information related to prevention, screening, and treatment and/or management of Lymphedema
PPO3	Increased number of health care professionals who are aware of tools and best practices for screening, referral, and treatment and/or management options for Lymphedema
Intermediate Outcome Measures (from Evaluation and Performance Measurement section)	
IOM1	Number of national and/or state indicator reports disseminated to PHPs
IOM2	Number of survey questions and/or modules tested for assessing Lymphedema
IOM3	Number of messages or materials disseminated about Lymphedema by dissemination method and priority audience
IOM4	Number of materials or tools disseminated to health care professionals that present best practices for screening, referral, and treatment and/or disease management for LE
Core Outcome Measures (from Evaluation and Performance Measurement section)	
COM1	Number of PHPs who received or accessed the national/state indicator report for LE
COM2	Number of people who received or accessed messages or materials providing information related to prevention, screening, and treatment and/or disease management of Lymphedema, by media outlet and priority audience
COM3	Number HCPs who received or accessed the best practices materials and/or tools for screening, referral, and treatment and/or disease management related to LE

Period of Performance Outcome: PPO1		Outcome Measures: IOM1, IOM3, COM1	
Strategy 1: Data dissemination activities that support awareness for PHPs			
Activities (from logic model)	Process Measures	Who	By (mo/yr)
1. Review EB strategies already compiled by XYZ ORG along with identification & synthesis of others	- # of EB strategies identified	LASTNAME	11/2021
2. Qualitative review of newly created <i>content</i> (for inclusion in NIR and other materials) by expert (LASTNAME)	- Appropriateness of content - Comprehensiveness - Relevance	LASTNAME	12/2021
3. Draft new NIR for Lymphedema, informed by #2	- Quantity of new material added to existing report - Completion of report	LASTNAME	1/2022
4. Create new/ updated educational materials for PHPs to supplement indicator report; will include LE SOCs	Completion of materials (fact sheets, graphics, etc. suitable for print/ social med)	LASTNAME	2/2022
5. Qualitative review of newly created supplemental materials for quality and completeness by HCP focus group (convened by LASTNAME)	- Readability - Quality of materials - Utility - Relevance	LASTNAME	2/2022
6. Disseminate updated NIR to PHPs with help from association partners (AVLS, AVF, ASBr), XYZ ORG Centers of Excellence, and the CDC	- # of EB strategies synthesized & incorporated - # of NIRs distributed/ viewed - # PHPs who accessed NIR	LASTNAME	3/2022
7. Assess the utility of disseminated NIR through presentations and panel discussions to be conducted at the national meetings of our partner professional societies	Reported utility of NIR by PHPs, as indicated by: - Survey metrics - Review of transcribed/ coded panel discussion transcripts	LASTNAME	5/2022

1			
Period of Performance Outcome: PPO2, PPO3		Outcome Measures: IOM2	
Strategy 2: Develop survey tools to fill data gaps			
Activities (from logic model)	Process Measures	Who	By (mo/yr)
1. Perform systematic review of the formally collected Qualtrics survey data. A similar platform has previously been utilized by Stanford PI to evaluate subjective data related to lymphedema patients in clinical trials	- # of relevant, past surveys identified	LASTNAME	11/2021
2. Identify gaps/ deficiencies in those identified-instruments based on current best practices; known LE health disparities; known gaps in understanding of patient HCP behavior related to LE	- # of gaps identified - # of new questions created	LASTNAME	12/2021
3. Develop new and/ or modify existing instruments (audiences: patient and/ or general public, HCPs)	- # of new survey instruments developed - # instruments modified	LASTNAME	1/2022
4. Run focus group for qualitative pilot testing (will not meet definition of clinical trial) of new/ modified instruments to gain insights needed for improvement in partnership with association partners (AVLS, AVF, ASBr)	- # of instruments tested - # of instruments approved by subaward-PI based on pilot testing	LASTNAME	2/2022

2			
Period of Performance Outcome: PPO2 (These activities will be executed in partnership w\ contractor [CG])		Outcome Measure: IOM3	
Strategy 3: Educational activities that support public awareness			
Activities (from logic model)	Process Measures	Who	By (mo/yr)

1. Perform comprehensive review of XYZ ORG's past outreach/ education efforts/ materials for LE, along with those efforts of other agencies/ organizations.	- # of materials reviewed - # of materials identified which need revision	LASTNAME	11/2021
2. Based on #1 (review), XYZ ORG's will develop updated materials which reflect contemporary media-consumption strategies (focus on social/ online media), based on the content- and medium-gaps identified from #1. Materials may include short videos, online ads, fact sheets, Instagram posts, etc. developed in collaboration with entertainment and media professionals	- # new materials developed - Categories of materials developed	LASTNAME	12/2021
3. Newly developed materials will be reviewed and validated (science/ medicine) by subaward-PI LASTNAME	- # materials reviewed - # of materials deemed suitable for dissemination	LASTNAME	12/2021
5. Pilot test same materials via a focus group (7-10 participants); activity will be recorded/transcribed/coded to aid analysis	- # participants - # materials evaluated - Completion of foc grp	LASTNAME	2/2022
6. Analyze focus group data using Excel database spreadsheets to detect common themes and other important insights	- # of themes detected from focus groups - # of actionable items for improving materials	LASTNAME	3/2022
7. Revise campaign materials as informed by #5 and #6; this may involve rescripting/ redesigning/ re-filming	- # of revisions made	LASTNAME	5/2022
7. Execute broad (via online ads & PSAs) outreach campaign (see B.3.1 for details) that will involve: (a) paid ads on Facebook, Instagram, Twitter, YouTube and Google (search); (b) posting of promotional materials across the social networks of XYZ ORG and our partners; (c) PR campaign that will involve promotion of campaign themes via our celebrity spokespeople at events, on talk shows (which they host	- # of engagements (likes, views, clicks, etc.) in total and segmented by type of media - # unique individuals engaged (segmented by "type" such as cancer patient, cancer survivor, male, female, etc.) {see Table 2 for details}	LASTNAME	Begin by 6/2022 & ongoing

[Williams]), and conferences. In collaboration with CG.			
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3	Period of Performance Outcome: PPO3	Outcome Measure: IOM4
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Strategy 4: Educational activities that support health care professionals

Activities (from logic model)	Process Measures	Who	By (mo/yr)
1. Perform comprehensive review of XYZ ORG's past outreach/ education efforts, including materials for EBs/ best practices related to screening, referral and treatment of LE (including self-management) - and tools to promote these practices - along with those efforts of other agencies/ orgs.	- # of materials reviewed - # of materials identified which need revision	LASTNAME	10/2021
2. In consultation with subaward-PI LASTNAME (subject matter expert), synthesize/ compile this information (#1) into a comprehensive if not exhaustive list of best practices, strategies and tools that will be designed (#3) for HCPs including.	- # of EBPs, strategies and tools synthesized - Completion of final list - Types of HCPs targeted with EBPs/ etc.	LASTNAME	11/2021
3. Based on #2 (compilation), XYZ ORG's internal marketing department will develop updated materials (in partnership with media contractor - CG) to better inform HCPs about LE and serve as an informative tool in helping to advise and treat patients. Materials will include short videos, fact sheets, white papers, screening tools, etc. This design work will be informed by #2 and done in consultation with PI LASTNAME.	- # of materials developed - # of EBPs/ strategies included in materials - # of mediums covered	LASTNAME	12/2021
4. Pilot test HCP materials (#3) via a focus group (7-10 participants); the activity (probably virtual) will be recorded, transcribed and coded to aid in analysis	- Completion of focus group(s) - Reported quality of materials (focus group)	LASTNAME	1/2022

5. Analyze focus group data using Excel database spreadsheets to detect common themes and other important insights	- # of themes detected - # of actionable items for improvement of materials	LASTNAME	1/2022
6. Revise campaign materials based on #5	- # of revisions made	LASTNAME	3/2022
8. Execute targeted outreach campaigns to HCPs that are affiliated with the XYZ ORG and/ or our medical association partners, via email marketing, direct mail, conference presentations, journal articles, etc.	# of HCPs who received/ accessed the best practices materials and/or tools for screening, referral, and treatment and/or disease management related to the proposed chronic disease: # emails opened; # views of videos; # direct mail pcs sent; # articles published; # presentations made	LASTNAME	Begin by 5/2022 & ongoing

4 The Work Plan for Years 2 & 3 will be materially the same as in Year 1, less the survey activities.
Thank you for your consideration.