

# Project STOREE

## San Francisco Tells Our Real Experience Through Evaluation



### **What Is Project STOREE?**

Project STOREE is an effort to develop a plan for conducting meaningful evaluation of HIV prevention efforts in San Francisco. Our story has many chapters - the citywide chapter, the provider chapter, the participant/client chapter, etc. We want all these stories to be told.

### **Why Now?**

Lots of reasons. Because telling our story can show we are effective and bring prevention money to the city. Because providers, the HIV Prevention Section (HPS), and the HIV Prevention Planning Council (HPPC) need to know what is working, what is not, and where we can improve. Because we are committed to reducing new HIV infections in half by 2009 and we need to know if we're on track and why. Because we are accountable to our funders for how we spend the money. And many others.

### **How Is This Different Than What We're Already Doing?**

Evaluation has been talked about a lot, and much has been done over the years to try to do meaningful evaluation. We've used the Behavioral Risk Assessment, ELI (Evaluating Local Interventions), and PEMS (Program Evaluation and Monitoring System). We've measured process objectives and outcome objectives. The HPPC has developed two Strategic Evaluation Plans. There have been various types and levels of evaluation technical assistance and support for providers. Some efforts have been successful, others not as much.

Project STOREE is different because:

- As we move forward, evaluation will be driven by US HERE IN SAN FRANCISCO. The goal is to try to put local systems and processes in place that will be stable over the long-term and will meet: 1) providers' and clients' needs, 2) HPS, SFDPH, and HPPC needs, and 3) State and CDC needs. We are committed to developing an evaluation plan that can work for all of us, that we can stick to, and, most importantly, that provides us with the information

we need in San Francisco to know how and why HIV prevention is successful and how we can improve our efforts.

- HPS will put structures will be put in place (such as assigned staff and funding) to sustain and coordinate the evaluation effort over time. The goal is to “institutionalize” evaluation.

### **What Is the Plan and Timeline for Project STOREE?**

<b>Phase</b>	<b>Timeline</b>
I. Gather Input from Stakeholders	April - July 2006
II. Design a Long-Term Plan for Evaluation	August 2006 - January 2007
III. Get Feedback and Finalize Plan	February - June 2007
IV. Disseminate and Implement Plan	June 2007 and ongoing

### **What Will Be In the Plan?**

The plan will be based on input from the many stakeholders - providers, HPPC, HPS staff, researchers, CDC, the State Office of AIDS, and many others. Among other things, it will include:

- A “big picture” framework for evaluation - guiding principles, core values, etc.
- Specifics about what data we will collect, how we will collect it, how we will use it, and how findings and recommendations will be communicated and acted upon
- A technical assistance and training plan
- HPS staff roles and responsibilities regarding data collection and evaluation
- A budget and timeline

### **Where Can You Get More Information?**

Contact Dara Coan, Evaluation Coordinator, at 415-554-9126 or [dara.coan@sfdph.org](mailto:dara.coan@sfdph.org).