

## SOCIOMETRICS PROJECT NO. 123

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### PLANNED PARENTHOOD EVALUATION PROPOSAL DEVELOPMENT

Planned Parenthood of Western Washington (PPWW) contracted Sociometrics to develop a proposal to the Stuart Foundation for the evaluation of PPWW's Peer-Led Program. There were four deliverables associated with this contract.

1. Site Visit to Planned Parenthood in the Seattle, Washington Area.

Sociometrics' Principal Investigator observed Planned Parenthood activities and consulted with staff to initiate development of the Program Model and Evaluation Instrument.

2. Program Model.

A program model is a visual representation of an intervention that includes goals, objectives, moderator variables, program components, and target population. These elements are represented in a chart form and lines are used to connect logical paths between elements (for example, which program component is linked to which objective and goal).

3. Customized Evaluation Instrument based on Sociometrics' Prevention Minimum Evaluation Data Set (PMEDS).

A customized evaluation instrument using items found in Sociometrics' PMEDS questionnaire item bank was developed.

4. Proposal to Evaluate the Efficacy of Planned Parenthood's *Peer-Led Adolescent Pregnancy and STD Prevention Intervention*.

The proposal met the grant proposal requirements and guidelines of the Stuart Foundation, and it included a scope of work that would produce, should the project be funded and implemented as designed, a scientific journal article for publication in a peer-reviewed scholarly periodical.

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