

Table 3: Work Plan Timeline	Year 1				Year 2				Year 3				Year 4				Year 5				Evaluation Strategies†
Objectives, Activities, and Lead Staff	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Objective 1: Strategic and Collaborative Assessment and Planning (Lead Staff: Richards, Pickett)																					
Activity 1.1 Monitor Title V workforce needs: committees, review of Navigator data (•) and literature review (*)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,11; O4-5,8-9
Activity 1.2 Monitor currently available open-access materials and trainings through internal mechanisms (•), external searches (*), and partner outreach (#).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,11; O5,8-9
Activity 1.3 Employ a strategy to link to existing high-quality content and develop content where gaps exist. Refine strategy annually(*); ongoing (•) in Years 1–5.	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5; O5
Objective 2: Communication and Outreach (Lead Staff: Bertness)																					
Activity 2.1 Utilize a communications, dissemination, and outreach plan for MCH workforce and diverse partners through (1) <i>MCH Alert</i> and <i>eUpdate</i> , quarterly (*); (2) program announcements, exhibits, presentations, social media, ongoing (•), direct mailings, annually (#).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,11; O1-3,5
Activity 2.2 Partnership development: tap partners for advising and product review (•), joint product development (*), identification/vetting trainings (#), and outreach activities (••).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,11; O5
Objective 3: Content, Quality, and Enhancements (Lead Staff: Richards, Watson)																					
Activity 3.1 Build upon the current website: new server (#), integrate <i>5-Minute MCH</i> content (*), ready site for new features (^), ongoing enhancements (•).	#	*	^	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,8-9; O1,9
Activity 3.2 Review and vet existing content by Advisory Group, Expert Panel, and others (•), MPH students (*), and state MCH programs (#).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-6,9,11; O5,9
Activity 3.3 Link to existing content: cross-post on site (•) and link to accompanying resources (*); quarterly updates.	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,9-11; O1,4,6,8-9
Activity 3.4 Develop new content to fill gaps by developing topic portals (•), content-building products (*), and video podcasts/webinars (#).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,9,11; O1,4,6,9
Activity 3.5 Provide staff capacity and technological ability	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5
Activity 3.6 Develop innovative features: data mining (•), choose and use guides (*), interactive infographic (#), <i>Public Health Pronto</i> (^), mini-MPH packet (••), <i>5 for Title 5</i> (~).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-11; O1-4,6-9

Objective 4: Accountability and Evaluation (Lead Staff: Watson)																								
Activity 4.1 Analyze material quality and learner data: vetting results and forms (•), usability tests (*), statistics (#).	•	•	•	•	#	*			#	•	•	•	•	#	*			#	•	•	•	•	#	P1-7,10 O1,4,6-9
Activity 4.2 Ensure content, pedagogy, and adult-learning approach are meeting workforce needs: forms (•), add stories (*), follow-up surveys (#)	•	•	•	•	#	*		#	*		#	*		#	*		#	*		#	*		#	P1-7,9-11; O6,8-9
Activity 4.3 Assist in external evaluations (as needed)	•	•	•	•						•	•	•	•						•	•	•	•		P1-5
Objective 5: External Advisory Group (Lead Staff: Mayer, Riehl)																								
Activity 5.1 Maintain & consult Advisory Group: quarterly e-mails/vetting assignments (•), annual webinar (*).	•	•	•	•						•	•	•	•						•	•	•	•		P1-5,11 O3,5
Activity 5.2 Consult NCEMCH Expert Panel quarterly e-mails/vetting assignments (•), annual webinar (*).	•	•	•	•						•	•	•	•						•	•	•	•		
Activity 5.3 Tap experts engaged in Navigator programs.	•	•	•	•						•	•	•	•						•	•	•	•		
Objective 6: Collaborative Relationship with MCH Agencies (Lead Staff: Richards, Watson)																								
Activity 6.1 Maintain relationships with state Title V/ CYSHCN programs and others by serving on committees (•), direct work with states (*), work with GUCCHD (#).	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	P1-5,11 O3,5,7-9
Activity 6.2 Collaborate with MCHB-funded projects: DMCHWD, Centers of Excellence, LEAH, and LEND.	•	•	•	•						•	•	•	•						•	•	•	•		
Activity 6.3 Collaborate with MCHB’s DMCHWD: biweekly calls (•), presentations (*), annual reports (#).	•	•	•	•						•	•	•	•						•	•	•	•		
Objective 7: Compliance with Section 508 (Lead Staff: Riehl)																								
Activity 7.1 3-pronged approach: audit (*), annual review (#), ongoing maintenance (•).	*	•	•	•						•	•	•	•						•	•	•	•		P1-5,8-9; O1
Activity 7.2 Ensure access: check access across computer, browser, Internet connection, and mobile devices.	•	•	•	•						•	•	•	•						•	•	•	•		
Activity 7.3 Update <i>Translation Toolkit for Public Health Professionals</i> (*), solicit review and disseminate through Objective 2 activities (#), maintain currency (•).	•	•	*	•						•	•	*	•						•	•	*	•		

† Evaluation Key: See Section VI for full evaluation plan	
Process/Formative Evaluation Activities	Outcome/Impact Evaluation Activities
<p>Document Implementation & Outputs. P1: Report outputs; P2: MCHB reports; P3: Performance Measures; P4: Staff meetings; P5: Advisory Group: outer ring.</p> <p>Assess Quality. P6: Vetting; P7: Reviews; P8: Usability; P9: Feedback; P10: New material review; P11: Advisory Group: inner ring.</p>	<p>Measure Access. O1: Access statistics; O2: Dissemination lists; O3: Outreach activities; O4: Trainings taken; O5: Partnership activities.</p> <p>Engagement/Changes in Knowledge, Attitudes, and Skills. O6: “Rate this Resource” forms; O7: Self-Assessment data; O8: Learning program data; O9: Follow-up questions.</p>