# Section 7. Implementation and Evaluation Plan (up to 4 pages)

· Provide an overview of how you plan to implement the five main activities of this project.

* List relevant key performance indicators (KPI) for your project considering the equity focus you have identified in Section 3 and in the objectives listed in Section 4. These KPI should assess the size of the specific enrollment gap and reduction in the gap (increase in coverage) in your chosen equity focus.

· Describe an initial plan for testing or comparing the effectiveness of your outreach strategies, especially for priority populations (equity focus).

* Indicate that you acknowledge the requirements for sharing de-identified (summary or individual level) data for evaluation. For example, you may state “*We will work together with MORE WIC! to develop an appropriate evaluation plan and will share key indicator summary data with MORE WIC! for the purposes of evaluation*.”

· Explain potential challenges related to evaluation, including data issues or concerns If applicable, provide a description of the Institutional Review Board (IRB) process at your state agency.

* Describe any plans to sustain the data matching and outreach activities after the project period and grant funding ends. Describe any use of a) open-source software and technology; and/or b) systems that can be easily tailored and adopted by other state agencies at little or no cost.