



2023 National Breastfeeding Conference & Convening

FREE PRE-CONFERENCE SESSION



Thursday, June 8, 2023
10:00 a.m. - 4:00 p.m.

Critical Skill-Building Workshop: Leveraging Evaluation for Your Next Grant

This session is complimentary with advance registration. A donation is appreciated but not mandatory, and may be paid forward to support the participation of others.

SESSIONS

PART ONE: PROGRAM EVALUATION

10:00-12:00 p.m.

Program evaluation is a systematic process to assess the design, implementation, improvement, and outcomes of a program. When conducted on a regular basis, robust evaluations position coalitions, lactation support providers, and organizations to better understand their work, inform their management and improve program impact.

PART TWO: PROPOSAL DEVELOPMENT

2:00-4:00 p.m.

The key to securing funding and support for coalition and provider activities is focused on the ability of your team to effectively describe the program to be funded, discuss past success, and demonstrate capacity to implement proposed activities.

Workshop participants will be able to:

- Develop a logic model to support all or part of their programs/services.
- Develop and define key performance indicators for program monitoring and evaluation.
- Assess their readiness to submit proposals for funding
- Understand how to leverage logic models to make decisions about which grants to apply for or how to allocate funding received for sponsors.

WITH FACILITATORS

**Calondra
Tibbs**

Trifecta Advising



**Kimberley
Broomfield-
Massey**

Urban Metrics

