

WORKSHEET 19: EVALUATION PLANNING WORKSHEET

1. At what points in the program will you collect evaluation data?

- Pre- and postcampaign
- Postcampaign only
- Periodic monitoring at specified intervals
- Other

2. From where will you collect your evaluation data?

- Existing records:

- One group exposed to the campaign

- Comparison to a standard: _____

- Comparison to a control group: _____

3. Which evaluation indicators will you use to assess the effectiveness of the program?

Individual-level indicators:

- Knowledge:

- Attitudes:

- Behaviors:

- Other

Community-level indicators:

- Environmental change:

(Continued)

(Continued)

Policy and regulation:

Information accessibility:

Behavioral outcomes:

Other _____

4. Which evaluation methods will you use?

Knowledge, attitudes, and behaviors survey:

Mail

Telephone

In-person interviews

Online

Other _____

Observation

In-depth interviews

Focus groups

Anecdotal feedback mechanisms

Other _____

5. Do you or your staff members have the necessary skills to conduct and analyze the evaluation?

Yes. We have the expertise on staff.

Possibly. We need some additional training.

No. We need to hire outside assistance.

If more training or outside assistance is needed:

a. What is your available budget? \$_____

b. What aspects of the evaluation do you need assistance with?

c. From which companies or consultants will you solicit bids?

If evaluation will be done in-house:

6. What is your available budget? \$_____

7. Who will be responsible for coordinating the evaluation activities?

8. Who will assist in the evaluation activities?

<i>Name</i>	<i>Role</i>
_____	_____
_____	_____
_____	_____

9. Evaluation timeline:

<i>Activity</i>	<i>Date to Be Completed</i>
Put evaluation team in place	_____
Design evaluation plan	_____
Develop questionnaires or other research instruments	_____
Test and finalize evaluation instruments	_____
Train people who will be conducting the research	_____
Recruit research participants	_____
Conduct research	_____
Input or organize data	_____
Analyze data	_____
Create evaluation report	_____

(Continued)

(Continued)

10. How will you use the results of your evaluation?
