Evaluation planning tool

This planning tool will guide how you measure the effectiveness of your communication efforts in meeting objectives.

Research questions

To what extent have you achieved your objectives or other intermediary steps?

1.
2.
3.
4.

Outcome measures

These are short- and mid-term measures that demonstrate progress in meeting objectives and the overall goal. *Examples: Awareness of campaign; message recall; changes in knowledge, beliefs, and behaviors.*

1.
2.
3.
4.

Note: *Measurement of outcomes usually requires research expertise to develop methodology, achieve statistical significance, or demonstrate causation.*

Process measures

These measures demonstrate to what extent your efforts are being carried out as intended. These measures are largely driven by your communication channels, content, and formats. *Examples: # of participants, # of website visits or social media shares, # of mentions in media*

1.
2.
3.
4.

Note: *Process measures do not demonstrate that you've met your objectives, but the extent to which you've laid the groundwork necessary to achieve objectives. You can make corrections and improvements mid-course based on what you learn from process measures.*

Methodology

STUDY DESIGN AND METHODS

☐ **Intercept survey:** One-on-one surveys self-administered or administered by a surveyor, conducted at a site frequented by the audience (e.g. in a medical or other service provider setting)

☐ **Online survey:** Very simple to complex surveys that can make use of free or low-cost platforms such as Survey Monkey.

For large-scale and well-resourced communication efforts, omnibus, panel, or random digit dial surveys may be most effective in achieving statistical significance. These are conducted by a research company and vary in cost.

LOGISTICS

Details about how data will be collected and analyzed

1.

2.

3.

4.

TOOLS AND DELIVERABLES

(E.g. discussion guide, survey instruments, way in which you'll collect and analyze data and report on findings and recommendations):

1.

2.

3.

4.

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