

## EVALUATION

1. Process Evaluation: Focuses on program in-puts and execution
  - A. Evaluating In-puts
    - a. Formative
      1. Developing a campaign strategy
        - Branding
        - Tag lines
        - Logos
      2. Developing an advertising strategy
        - Mediums
        - Buys & placement
        - Getting what is paid for
    - b. Earned Media
  - B. Data
    - a. Qualitative
    - b. Quantitative
    - c. Administrative records
2. Outcome Evaluation: Focuses on the program moving toward and meeting its objectives. These are population based.
  - A. Have evaluation goals grounded in a theoretically based logic model
    1. Outcomes
      - a. immediate
        - 1.reach of campaign components
          - awareness
          - confirmed awareness
          - receptivity
        - 2.penetration of campaign components
          - awareness
          - confirmed awareness
          - receptivity
      - b. intermediate
        - attitudes
        - beliefs
        - knowledge
        - non-susceptibility
        - openness to acceptability of tobacco
        - desire to quit
        - opposition to second-hand smoke
      - c. long term
        - no (and reduced rates) of tobacco use
        - reduced tobacco related morbidity and mortality
        - broader and enforced clean in-door air. policies

B. Conduct A Science Based Evaluation

1. Basic media evaluation research designs

- a. Pre-campaign baseline key for all designs
- b. Cross-sectional designs
- c. Repeated cross-sectional designs
- d. Cohort designs
- e. Follow-back designs

C. Analysis plans

- a. Compare those exposed to the campaign to those not exposed
- b. Area comparisons

D. Sampling and data collection

- a. Interviews vs. Questionnaires
- b. Telephone
  - 1. RDD
  - 2. Listed samples
- c. Human subjects issues

E. Item selection & measurement (validity & reliability)

- a. Campaign, campaign component and ad measures
  - 1. Advertisements
    - awareness
    - descriptive confirmed awareness
    - theme/major message confirmed awareness
    - receptivity
    - talk about
  - 2. Brands, Tag lines & Logos
    - awareness
    - descriptive confirmed awareness
    - theme/major message confirmed awareness
    - receptivity
    - talk about
  - 3. Campaign & Campaign Component
    - awareness
    - descriptive confirmed awareness
    - theme/major message confirmed awareness
    - receptivity
    - talk about
- b. Tobacco related behaviors
  - Susceptibility
  - Smoke
  - Smokeless
  - Quit attempt
  - Quitter
- c. Knowledge, Attitudes & Beliefs
- d. Demographic and Household Factors
- e. Competing Campaigns: clutter
- f. Non-media components
- g. Campaign strategy items

3. Hire an Independent Evaluator
  - A. Solicit ITN or proposal
    1. Have clearly stated goals and objectives for evaluation
    2. Have clearly stated evaluation criteria
    3. Preference given to in-state organizations, make this clear
  - B. Set up review process and select review team
    1. Program representative
    2. Outside experts
    3. Beware of conflicts of interest
4. Budget—CDC recommends 10 percent of total budget
  - A. Design decisions
  - B. Data requirements
  - C. Analysis plan
  - D. Use of evaluation team
5. Involve Stakeholders
  - A. Supporters
    1. health related interest groups
    2. related contractors
    3. ethnic groups
    4. media
6. Prepare Findings
  - A. Internal
  - B. Media Contractor
  - C. Policy makers
  - D. Public
  - E. Professional Audiences