

Menu & Pairings

Evaluation Activities Menu & Intervention Activities Pairings

Menu

EDUCATION/PARTICIPANT SURVEY

Used to assess the quality and satisfaction with a conference, training or coalition functioning; a quiz to test knowledge or skills before and after an event (pre- and post-testing), or a needs assessment in preparation of training.

Pairs well with: Community Education Activities, School Activities, Training/Technical Assistance Activities

FOCUS GROUP

Series of facilitated discussions about specific topics with groups of people who share similar characteristics or common interests. Data will be content analyzed for commonalities and differences both within and across groups.

Pairs well with: Coordination/Collaboration Activities, Community Education Activities, Educational Materials Development, Paid Media Activities

KEY INFORMANT INTERVIEW

Identifies different members of the community who are knowledgeable about a specific topic or population and asks them open-ended questions about their experiences, views, or reasoning. Questions often seek to uncover perceived challenges, barriers, and facilitators to achieving the objective.

Pairs well with: Coordination/Collaboration Activities, Community Education Activities, Educational Materials Development, Policy Activities

MEDIA ACTIVITY RECORD

Looks at the number, type, placement, and slant of media coverage achieved over a specified period of time. Content analysis is used to evaluate how effective the media activities were in generating coverage as well as assessing how the issue is being framed; the accuracy and neutrality of facts presented; the level of public support reflected in the sentiment in media pieces; and the need for additional outreach/messaging about issues.

Pairs well with: Earned Media Activities, Paid Media Activities

OBSERVATION

Gather data by noting physical characteristics in their natural environment, monitoring events, or watching behavior.

Pairs well with: Educational Materials Development, Policy Activities, Community Education Activities

OTHER (E.G., PHOTOVOICE, GOOGLE ANALYTICS)

A number of data collection methods that do not fall into an existing evaluation activity category more commonly used in tobacco control. Name and describe what the activity consists of, who it targets, and how the data will be used.

POLICY RECORD

Collecting and analyzing documents such as city, county, tribal, board, authority or organizational agenda items; meeting minutes; voting records; resolutions; or examples of policy or lease language, etc.

Pairs well with: Policy Activities

PUBLIC INTERCEPT SURVEY/OPINION POLL

Used to collect information and opinions about the public's awareness and knowledge of certain issues.

Pairs well with: Community Education Activities, Policy Activities, Educational Materials Development

TOBACCO PURCHASE SURVEY

A specific type of observational data collection in which youth or young adults attempt to purchase tobacco products.

Pairs well with: Policy Activities

EVALUATION REPORT

Document that captures the data analysis, findings, conclusions, recommendations, and uses of outcome and/or process evaluation activities conducted. Final Evaluation Reports are required of all primary objectives, while Brief Evaluation Reports are required of all other objectives.

Pairs well with: all objectives require an evaluation report activity

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Pairings

COMMUNITY EDUCATION ACTIVITIES

- Education/Participant Survey
- Focus Groups
- Key Informant Interviews
- Public Intercept Survey

COORDINATION/COLLABORATION ACTIVITIES

- Focus Groups
- Key Informant Interviews
- Other: Tracking Logs

EARNED MEDIA ACTIVITIES

- Media Activity Record

EDUCATIONAL MATERIALS DEVELOPMENT

- Focus Groups
- Key Informant Interviews
- Observation

PAID MEDIA ACTIVITIES

- Focus Groups
- Media Activity Record

POLICY ACTIVITIES

- Key Informant Interview
- Observation
- Policy Record Review (Document Review)
- Public Intercept Survey
- Tobacco Purchase Survey

TRAINING/TECHNICAL ASSISTANCE ACTIVITIES

- Education/Participant Survey
- Other: Tracking Logs