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| Table of Evaluation Activities |

*This table of key evaluation activities, which is a new requirement for brief and final evaluation reports as part of the Evaluation Methods and Design section, provides a snapshot view of the essential parameters of the process and/or outcome evaluation activities that made a difference in work on your objective. It serves as an easy reference point for readers as they follow the story of your efforts.*

Key Outcome and Process Evaluation Activities

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| Evaluation Activity | Purpose | Sample | Instrument Source | Analysis Method | Timing/ Waves |
| Outcome |  |  |  |  |  |
| Document/Record Review of county records showing collection of tobacco retail license fees + fines | Measure evidence of enforcement, fines or suspensions | Census of all licenses issued + compliance records in the city of Savannah | Evaluation Consultant | Tally of licenses, fines, and suspensions issued | Year 3  1 Wave |
| Store Observations of signage | Measure evidence of enforcement of signage area | Random sample of 40 stores | Project Staff | Tally | Post adoption  1 Wave |
| Process |  |  |  |  |  |
| Key Informant Interviews with city council members and retailers re: licensing policy | Measure the level of support and opposition to TRL; identify facilitators and barriers to policy adoption | Purposive sample of 10  (5 in each of 2 cities) | Evaluation Consultant | Content analysis | Year 1  1 Wave |
| Statewide HSHC Store Observations | Measure the availability of various tobacco products and marketing | Census of 160 retailers  (optimal sample size) | Stanford University | Descriptive statistics | Year 2  1 Wave |
| Statewide HSHC Public Intercept Survey | Measure public opinion on policy issues in the retail environment | Convenience sample of 200  (100 in each of the  2 cities)  In English & Spanish | Tobacco Control Evaluation Center | Descriptive statistics | Year 3  1 Wave |
| Statewide HSHC  Key Informant Interviews with city council members, supervisors and staff | Measure the level of support and opposition to a variety of tobacco control issues | Purposive sample of 8  (2 in each of 4 jurisdictions) | Tobacco Control Evaluation Center | Descriptive statistics and content analysis | Year 3  1 Wave |
| Statewide HSHC Media Activity Record | Measure the level of support or opposition, as well as reach | Census of all 6 print, radio and online media outlets in the area | Tobacco Control Evaluation Center | Descriptive statistics and content analysis | Year 3  1 Wave |

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| Instructions | |
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|  | Working from your evaluation plan, determine which process and outcome evaluation activities were KEY to contributing to the objective. |
|  | You do NOT need to report on every evaluation activity; only include those that made a real difference to the objective.  (These could include activities that yielded positive results as well as those that produced disappointing or negative results, if the latter informed or reshaped approaches, activities or tactics for work that followed.) Additional information can be moved to the appendix. |
|  | Organize evaluation activities by process vs. outcome and THEN in chronological order. |
|  | For each evaluation activity enter the name/type of the evaluation activity and its corresponding purpose; sample method, population AND size; source of the data collection instrument; analysis method; and the timing and number of waves of the activity. |
|  | Do NOT copy and paste from the plan.  These activities should reflect what actually occurred and when.  So, although there may have been a planned purpose for the activity, if there was a change to how it was used, indicate what actually happened and when, not what was planned.  Consequently, there should not be a range in the sample size; it should state the exact number in the sample. |

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| Design Tips | |
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|  | Limit word use. Eliminate unnecessary words or phrases to conserve space. |
|  | Test readability both on screens and on paper. If needed, change table colors, text colors, font and font size. Refrain from using a font size smaller than 10 pts. |
|  | You can change table colors and styles by selecting the ‘Design’ tab in the selection bar at the top of your screen. If none of these pre-set table styles suits your needs, you have the option of picking a new table style and setting your own custom shading for a row, column, or individual cell. Just select a row, column, or cell, select the ‘Shading’ button and select your desired color. Remember to change the colors of your text, as needed, to enhance readability. |

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