Evaluation Plan Type

TCEC
Tobacco Control Evaluation Center

Your **objective** will determine what type of **evaluation plan** you should choose: what is the aim and target of your objective?

Options for Evaluation Plan Type

The **evaluation plan type** determines the types of data collection activities that are required to support the project's objectives and whether the evaluation plan must include process and outcome data collection and analysis. As illustrated in the diagram below, there are four evaluation plan types:

1) Legislated/Voluntary Policies
   - a. Adoption Only
   - b. Implementation Only
   - c. Both Adoption and Implementation
2) Individual Behavior Change
3) Other with Measurable Outcome
4) Other without Measurable Outcome

Each of these plan types is described below.

DATA COLLECTION BY PLAN TYPE
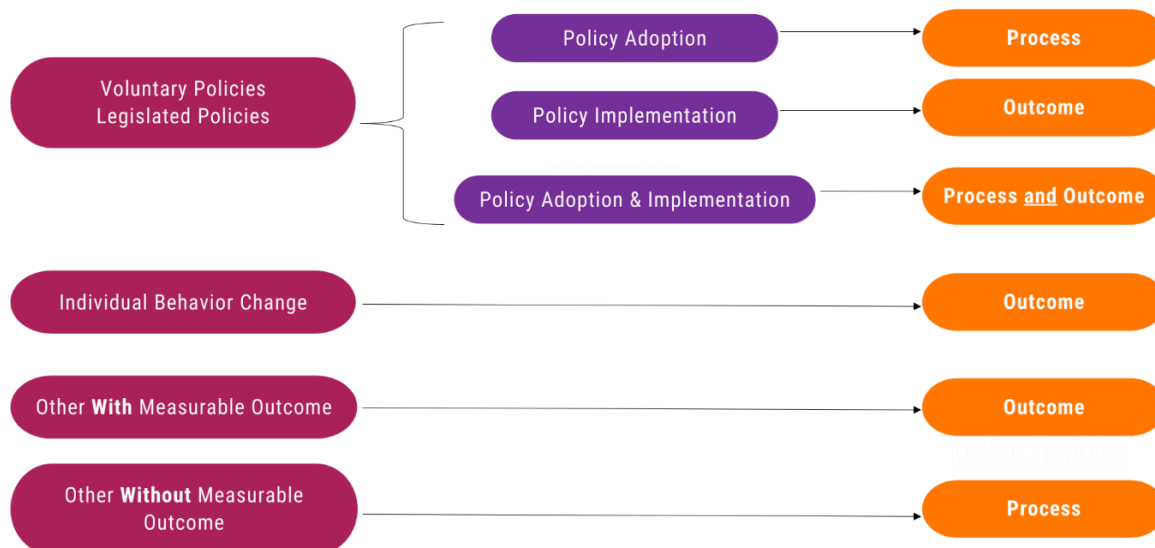
Note: All objectives benefit from process evaluation activities.

VOLUNTARY POLICY ADOPTION AND/OR IMPLEMENTATION

There are a number of indicators for which voluntary policy adoption and/or implementation are the best ways to achieve change. Such voluntary policies may include college, faith-based, healthcare, and private school campuses.

For voluntary policy work in these areas, both adoption and implementation activities are strongly encouraged, because it will help measure the effectiveness of a policy that has a smaller reach and impact which may not be measured by other public health data in a community.

One benefit of voluntary policy adoption in these areas is that the adoption and implementation work can build toward larger, legislative policy actions in the future, which may benefit from data obtained about the local success of voluntary policies and the residual benefit of capacity building while working with smaller subsections of the community. For example, a college campus or faith-based institution that is engaged in a voluntary policy effort may become the advocates that lead the charge for future legislative policy change.

VOLUNTARY OR LEGISLATED POLICIES

Most objectives work at the community level by trying to adopt and/or implement legislated or voluntary tobacco control policies in one or more jurisdictions. CTCP prefers objectives that pursue legislated rather than voluntary policy because laws passed by city or county officials cover the entire jurisdiction. They are also much harder to overturn.

Getting the city council to adopt and implement a law making all new apartment complexes smoke-free in the whole city is an example of a legislated policy objective, whereas asking individual apartment owners or managers to make their complexes smoke-free would be a voluntary policy objective.

INDIVIDUAL BEHAVIOR CHANGE

Objectives with a more limited scope attempt to change individual behavior choices and actions. Examples of this type of objective might have to do with aiming to increase the number or percentage of a certain population who receive cessation treatment and remain quit for six months or more. Because of the much smaller scale of the population impacted by such objectives, these types of objectives are only approved under certain special circumstances.

OTHER WITH MEASURABLE OUTCOME

The least common plan type is Other with Measurable Outcome. This is only used when there is a real change or Outcome (with a capital O) or effect to measure, something more than just a result or count.

For example, an objective focused on asset 2.1 to provide training to diverse community groups to engage in tobacco control work would NOT be Other with Measurable Outcome because the result would just be the number of organizations that participated in a training. However, if the objective focused on asset 3.6 equity in funding with the goal of training a minimum of 10 diverse community groups on how to apply for tobacco control funding so that 50% of them are successful in receiving funding, there is an action that results from the intervention and this would be Other with Measurable Outcome plan type. This means that the plan will require an Outcome Evaluation activity.

OTHER WITHOUT MEASURABLE OUTCOME

In almost all instances for **asset objectives**, the option, "Other without Measurable Outcome" is the appropriate the plan type. Very few asset objectives appropriately qualify as having a measurable outcome. An objective that aims to increase membership or conduct a certain number of trainings does NOT count as a measurable outcome in California Tobacco Control. This means that the plan will not need an Outcome Evaluation activity.

For example, a statewide grantee applicant wants to use Asset indicator 2.1, Training and Skill-building, to provide training to diverse community groups to engage in tobacco control work, the objective would not require any measurable outcomes, because the crux of the evaluation plan would be measuring the number of organizations that participated in training activities, which does not seek to measure change over time.

When in doubt, choose Other without Measurable Outcome as the plan type for an asset objective.