Using Process Evaluation

Activity	Information Source	Pre-intervention	During Intervention	Post-intervention
Education/ Participant Survey	People who have participated in an educational event or other activity put on by the project, data collector trainings, coalition activities	To establish status of knowledge or experience before the intervention	To improve presentations or other educational activities, to assess data collector readiness	To learn extent to which presentation/activity had the desired effect
Focus Groups	Series of group discussions with people who share something in common: e.g., coalition members, tenants, retirees, priority populations	To learn what approaches work with specific populations; to brainstorm strategies; to test instruments or messaging	To refine talking points, for material testing	Not common, but sometimes used to reflect on process
Key Informant Interview	People who have in-depth experience or specialized knowledge: Decision makers, community leaders, etc.	To identify potential barriers, promising strategies, additional stakeholders	To learn status and effectiveness of strategies so far	To reflect on what worked and didn't work in the project, identify potential implementation issues
Media Activity Record	Print or online publications, radio, TV coverage, newsletters, etc.	To document media gaps to target media activities	To monitor opportunities to implement the communication plan goals, to correct or augment coverage of tobacco control issues in real time	To determine if media activities are reaching the right audiences with the desired messaging document amount, nature and reach of media activities
Observation	Behaviors (smoking), objects (signage, tobacco litter, products, ads in stores), events, locations (housing, campuses, parks, beaches)	To learn about the extent of a problem (such as litter in parks); to serve as baseline measure	To keep data fresh, add another wave of data collection to the overall analysis	Not common in process evaluation, frequently used as outcome measure
Policy Record Review	Records maintained by government agencies, tenant councils, or other institutions; biographical background, voting records, and past actions on similar issues	To identify issues and supporters/ opposition of past policies, and interest in proposed policy	To monitor progress toward policy goal, to update records after an election or new staffing	To document achievement of policy goal (record of discussion, votes, important dates, enforcement mechanisms, etc.)
Public Opinion Survey	People who would be affected by a policy: tenants, people at outdoor events, people waiting for a bus, people in the specific jurisdiction	To learn the extent of public knowledge about issues, and/or support for (or opposition to) a proposed policy	To gauge midstream status of knowledge and/or support, and advise projects on how to adjust midstream	To assess post-intervention status of knowledge, experiences and/or support
Tobacco Purchase Survey	Retail stores and other tobacco outlets	To provide information to decision makers about the extent of the problem of sales to minors	To keep data fresh, add another wave of data collection to the overall analysis	Not common, except for compliance objectives (in which case it would be an outcome measure)
Other	Examples: Photovoice, Website/Google Analytics, Facebook Analytics, etc.	To determine status/scope of whatever is being examined	To monitor status	Document adoption or "other without measurable change" objectives – e.g., Has use of the website increased?