Evaluations Tip Sheet

Use this tip sheet to help evaluate your work and guide future strategies and activities.

Why Evaluate

- Assess reasons for success
- Assess reasons for not meeting goals
- Guide next steps based on results
  - For example, a low post-test score indicates the activity may not have been presented effectively
  - Conversely, a high pre-test score indicates the activity may not have been appropriate as the audience already had knowledge of the activity's content

Process Evaluations: These are usually short and monitor the implementation of activities (e.g. media, social media, trainings, meetings, presentations, etc.).

Outcome Evaluations: These are usually longer than process evaluations and are used to monitor the effectiveness of a program.

One way to conduct outcome evaluations is through pre- and post-tests to evaluate change in knowledge through workshops, trainings, and presentations using the same questions in both tests, one before and one after the activity.

They are easy to do and can provide important feedback. A couple of things to remember when conducting pre- and post-tests:

- Keep them short with no more than 10 questions
- Share the results and use the results to make changes

Example Evaluations

Examples	Process Evaluation	Outcome Evaluation
LTEs (see Tip Sheet examples)	How many LTEs were submitted on behalf of your coalition? • Counting submission of LTEs	How effective are LTE trainings? • Percentage of published LTE submissions and difference between pre- and post-test time-frame
OTP Presentations	How many presentations were conducted and people attended? • Counting attendees and presentations throughout the year	Pre- and post-test questions • Knowledge gained from presentation assessed through the pre- and post-test

Process and Outcome Evaluation Samples

Process Evaluation - LTEs

Process evaluations are conducted by the coordinator to evaluate if activities are being implemented and monitored effectively. These questions could be used to evaluate the implementation of LTE activities.

1. In the past month, how many LTEs did your coalition submit to local media? _____
2. In the past month, how many members submitted an LTE to local media? _____
3. In the past month, how many LTE submissions were published? _____
4. In the past year, how many members attended an LTE training? _____
5. What did you learn through conducting an LTE training that you will use in later events?

Outcome Evaluation – Three-Part LTE Training Evaluation

Part 1 – Training Evaluation

Outcome evaluations use feedback from participants to determine effectiveness of an activity.

1. Before the training, how confident were you in writing LTEs?
    a. Not at all confident
    b. Not really confident
    c. Somewhat confident
    d. Very confident

2. What did you learn from the training that you will use in the future? (open answer)

3. What skills would you be interested in improving at future coalition meetings? (select all that apply)
    a. Conducting presentations
    b. Presenting to small groups of decision makers
    c. Writing letters to decision makers
    d. Other ______________________

4. What topics would you be interested in learning about at future coalition meetings? (select all that apply)
    a. Tobacco in Wisconsin and our communities
    b. Coalition activities
    c. Other tobacco products (including e-cigarettes)
    d. Health equity and tobacco-related disparities
    e. Other ______________________

5. After the training, how confident are you in writing LTEs?
    a. Not at all confident
    b. Not really confident
    c. Somewhat confident
    d. Very confident

Part 2 – Information Tracking
Evaluations can be this simple, but the information gained from surveys should be shared with participants and used to inform future activities. Additional information can be pulled from the coordinator to further evaluate activities.

Additional information to track:

- Compare LTE submissions and published rates pre- and post-training.
- Compare LTE submissions and published rates between members who attended a LTE training and those who didn't.
- Assess what topics members wish to learn more about and if the topics align with the coalition's work.

Part 3 – Assess Effectiveness
The coordinator can effectively assess the activity and help guide next steps with the coalition's work by addressing the questions below through combining participant feedback and tracked information.

1. Was the training important to your work as part of your tobacco coalition?
    a. Yes
    b. No
    Explain:

2. Should more of these types of trainings be provided to coalition members?

3. Since the training, have there been more submissions by members?

4. Since the training, have more submissions been published?

5. Did this training help the coalition meet its objectives?

6. Did the activity's results change from previous quarters or years?