

Emergency Risk Communication Evaluation Planning Worksheet

Use this worksheet to plan the evaluation of your emergency risk communication work against your original objectives. Revisit this worksheet often to make program notes, suggestions for future work, and observations.

Site Name _____ Date _____

1. Baseline data against which you can measure (e.g., prevalence of activities or beliefs you hope to change)

2. Planning (formative) evaluation to test messages and materials

2a. What are you evaluating? _____

2b. How will you evaluate it? _____

2c. What were the results? _____

3. Immediate impact (process) evaluation to review and document activities conducted

3a. What are you evaluating? _____

3b. How will you evaluate it? _____

3.c What were the results? _____

4. Midpoint (outcome) evaluation to determine whether short-term objectives were met

4a. What are you evaluating? _____

4b. How will you evaluate it? _____

4c. What were the results? _____

5. Results (impact) evaluation to assess long-term effects

5a. What are you evaluating? _____

5b. How will you evaluate it? _____

5c. What were the results? _____

Source: Adapted from ATSDR Handbook 8-01