

Effects Evaluation Components

A health communication effort was developed to encourage women over 40 to get mammograms by presenting an informational video at a women’s support group. The goal of the health communication effort was to improve knowledge, attitudes, and behaviors about breast cancer detection. The table below displays the components of an Effects Evaluation.

Indicator	Standard	Source	Method
Knowledge about early detection of breast cancer	40 percent increase in the number of women who know that mammograms are recommended for women over 40	Target audience	Self-administered questionnaires by handout (pre- and post-tests measuring knowledge)
Attitudes toward mammograms	30 percent improvement in the attitudes of women toward mammograms	Target audience	Self-administered questionnaires by handout (pre- and post-tests measuring attitudes toward mammograms)
Scheduling an appointment for a mammogram	35 percent increase in the number of women who schedule mammograms	Clinic staff	Written responses to requests for information (appointment schedules)
Calling to inquire about mammograms	40 percent increase in the number of women who call about mammograms	Clinic staff	Written responses to requests for information (phone logs)
Scheduling an appointment for a second annual mammogram	30 percent increase in the number of women who schedule a second mammogram one year later	Clinic staff	Survey administered by telephone (one-year follow-up)