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? _____________________________________________________
______________________________________________________________________________
______________________________________________________________________________

3c. 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