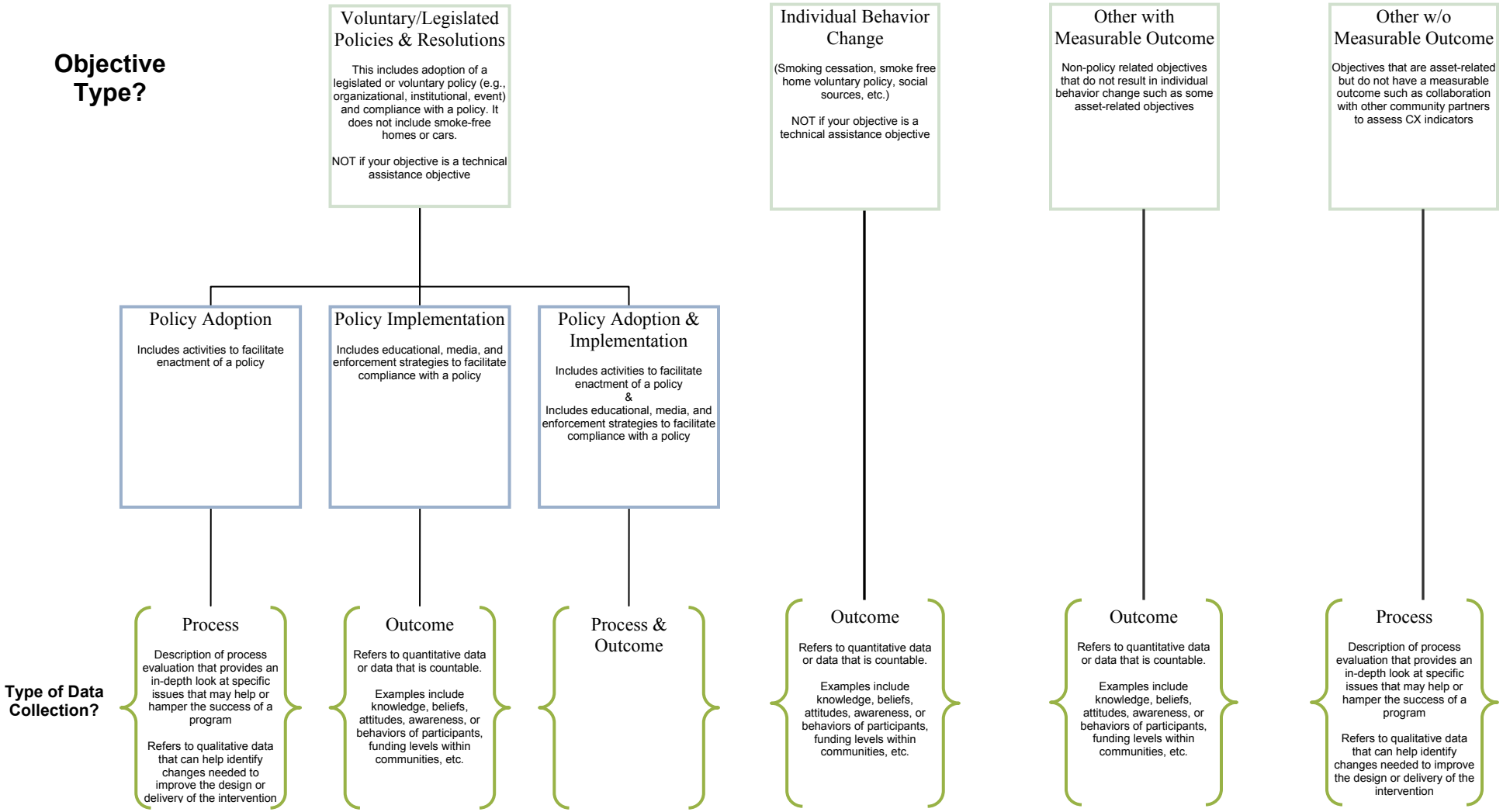
APPENDIX: Evaluation Design – Data Collection Activities



Process Data Activities:

Data collection training – Applies to evaluation-related trainings such as training of interviewers, instructors, observers, or other personnel who will conduct evaluation activities – not for training of community members, etc.

Education/Participant Survey – Collects attitudes, knowledge or behavior information from participants after attending a training, class, or being targeted by an education intervention. Do not use this form if you are training people to collect data. Use the Data Collection Training form instead.

Focus Group – Draws information/opinions from facilitated group discussions.

Key Informant Interview – Identifies different members of the community who are knowledgeable about a specific topic and asks them questions about their experiences working or living within a community or health care system. Typically conducted as face-to-face interviews.

Media Activity Record – Provides information such as the number of news releases, circulation numbers, and/or the distribution of specific issues that contain your programs tobacco-related story.

Observation Data – Describes the instrument used to collect observational information which can help to determine how a policy was implemented or to document tobacco-related issues associated with the intervention site or group.

Policy Record – Provides official records and/or reports from city, county, or tribal councils which may help advance policy-related objectives.

Public Opinion Poll (including Public Intercept Survey) – Can be used to draw information/opinions about the public's awareness and knowledge of certain issues, such as policy. A random sample may be utilized. If a public intercept survey, e.g. at a fair or public event, is utilized, a convenience sample is drawn and may not accurately represent the opinion(s) of the general public.

Youth Tobacco Purchase Survey (licensing related objective only) – Uses youth to attempt to purchase tobacco products to document concerns in the retail environment.

Other – Related to the evaluation of your program that is not defined by the other process evaluation methods listed.