

Campaign Evaluation

"Evaluation should take place from the beginning of an initiative. That way, it can offer ongoing information and feedback to better understand and improve the initiative... If done properly, evaluation results should actually help sustain and renew the community initiative."

-- The Community Tool Box



As noted earlier, the Action Plan should establish goals as well as recommend strategies and criteria for evaluating the results of its efforts. The purpose will be to determine how well the coalition accomplished its stated objectives. For example, did the coalition:

- Effectively inform the community, increase awareness of its selected quality health care issue and serve as a catalyst for change?
- Leverage the National Partnership Program and capitalize on the outreach capabilities of its local PBS and NPR stations?
- Encourage the community to connect with institutions dedicated to quality health care?
- Undertake successful outreach activities including the development of quality-related guides and useful resources?
- Increase access to coalition partners' educational tools and information?
- Empower individuals to become advocates for quality health care for themselves and their families?
- Establish a successful and sustainable effort that focused on the coalition's particular issue?

Quantitative measures might include:

- The breadth and depth of the coalition, e.g., involvement of local representatives/members of the National Partners and other groups.
- Involvement of each of the major stakeholders in the campaign.
- Level of money raised for the campaign.
- Number of coalition-sponsored events including diversity of audiences.
- Evaluation/satisfaction surveys taken immediately after community events.
- Number of requests of coalition-produced informational materials.
- Number of inquiries received via e-mail, on a dedicated telephone line or on a station phone bank.
- Number of visits to the RAM coalition Web site and types of requests.
- Number of stories about the campaign, including interviews with *Champions of Change*, Op/Eds and other types of media coverage.
- Range of promotional support provided by coalition members including online promotion to members and constituents.
- Ratings of locally produced programs as well as those for *Remaking American Medicine*.

Qualitative measures might address such issues as:

- Does the community have a better understanding of the importance of quality of health care?
- Can subsequent improved health care

practices be attributed, at least partially, to the work of the coalition?

- Are elected officials dedicated to the issue of quality health care?
- Will the coalition provide ongoing support of the campaign issue beyond the broadcast of *Remaking American Medicine*?

Tip: Each coalition will wish to establish its own evaluation criteria and standards for success. Once again, we suggest you log on to *The Community Tool Box*, which has an entire chapter dedicated to "Evaluating the Initiative".