# **IMC 585 (Health Communication) – CAMPAIGN EVALUATION**

# **AND IMPLEMENTATION PLAN ASSIGNMENT**

**OVERVIEW:** This assignment addresses the last two phases in the [CDCynergy planning process](https://www.orau.gov/hsc/cdcynergy30/ba/Content/activeinformation/phasesteplist.htm). Effective evaluation of a public health campaign or program is a systematic way to improve and account for activities. Campaign evaluation activities should be *useful*, in responding to stakeholder information needs; *feasible* given available time, resources, and expertise; *accurate* enough to inform the kinds of decisions to be made; and *ethical*/appropriate. Implementationis when you bring your planning and preparation together to implement and monitor the outcomes of an information campaign.

**INSTRUCTIONS:** Download this document from Bb, and then type answers in response to all questions for items 1-3 below. This is the last campaign plan assignment, due in Box by 11:59 pm Thursday, Sept. 22, saved as a Word or rich-text document (ex: *Perry-eval.docx*), worth 50 points. Type your answers below, then delete the instructions except for question numbers and headers (1. Campaign messaging, 2. Campaign evaluation, etc.). This document should include a combination of narrative responses and bullet points.

1. **Campaign giveaways** (28 points)

In a numbered list below, describe 3 campaign-relevant items you could give to target audience members, such as freebies, prizes, informative handouts, door hangers, fact sheets, brochures, etc. – items you could *physically distribute* to different audience segments through events, tables/booths, workshops, goody bags, etc. These should be the best or most creative ideas you’ve developed so far. Then underneath each item/description in your list, provide the following 7 bullet points.

1. Explain how you would distribute it (at least two different specific ways or situations).
2. List all audience segments that might get this item through the distribution strategies you just described -- and then explain which segment(s) would be most likely to use the item (and why).
3. Write the specific heading or slogan you would use on the item and describe the image(s) or how it will look (layout, colors, etc.). If you include a link, hashtag, contact info, and/or list a partner organization, include that info, too.
4. Provide a “ballpark” estimate of how many of this item you would distribute and how much the item would cost (look up similar items online for pricing). Example: 2,000 game-day stickers for $120, 1,000 photocopied fact sheets for $50, 500 full-color brochures for $500, 400 bottles of water labeled with campaign stickers for $100, 350 campaign buttons for $150, 200 condoms labeled with campaign stickers for $75, 50 campaign t-shirts for $250, etc.
5. Write a detailed sentence that states how the item would promote your campaign outcomes such as behavior change, awareness, engagement, advice compliance, etc. In this statement, identify the outcome(s) and audience(s). For example:

“*Our STD prevention campaign will distribute at least 2,000 copies of a fact sheet offering STD prevention advice* (item) *shared at campus tabling events and in orientation goodie bags* (distribution channels), *to promote greater awareness of personal STD risk* (knowledge), *reduce fear and stigma surrounding STDs* (attitude change), *overcome religious barriers to safe behavior* (belief change), *and promote* *consistent condom use* (behavior change) *among UM freshmen* *and transfer students* (audience segments).”

1. Provide two research questions you could use to evaluate the effectiveness of this item. Each question should focus on a different audience segment. (Example: *What prompted members of Greek organizations to talk with each other about the risks of HPV, after seeing our vaccination poster in their sorority or fraternity houses?*)
2. *Engagement.* Describe at least one specific, doable thing you want your audience segments to do after they receive this item. For example: share the info with friends, use or share the item you gave them, get vaccinated, obtain free condoms at the health center, reach out to a friend about sad thoughts, share a campaign meme on Instagram, etc.
3. **Campaign evaluation** (10 points)
4. *Research methods.* As described in this week’s readings, campaign evaluation plans integrate data from both quantitative methods such as surveys – and qualitative methods such as focus groups, in-depth interviews, and field observations – to produce meaningful, descriptive feedback about campaign effectiveness.
* Identify a specific quantitative method AND a specific qualitative method that you might use, to find out how your segments used the free items they received, how they responded to your advice, what they plan to do next, etc.
* Write two specific multiple-choice questions you could include in your quantitative instrument (survey, experiment, etc.), as well as two open-ended, exploratory questions you might use in the qualitative method (for focus group or interview questions, etc.)
1. *Effectiveness metrics.* Identify at least 3 different metrics you might collect or track, to find out if your campaign made a measurable difference in changing individual behavior. Example metrics: number of participants who made a written pledge at a tabling event, number of condoms given away after a speaker event, number of new vaccinations, number of survey participants demonstrating new knowledge or changes in their health beliefs, intent or attitudes, number of YouTube video views, number of shares/retweets, number of brochures distributed, number of participants who demonstrated a new skill, number of email requests for an item, etc.
2. *How long* would you wait (ideally), before assessing whether your campaign prompted an increase in people following your advice? Why would you wait this amount of time? For example, it might take a month or less for people to do something relatively easy like get a free vaccination, but it might take six months or longer for people to make a lifestyle change.
3. Describe a *hypothetical situation* (face to face or online) in which your audience members might express concern about your campaign or its messages. For example, freshmen new to campus might feel embarrassed about others seeing them visiting a booth about STD prevention. Assuming the scenario you described is true, how could you improve your campaign or its strategies to account for these concerns?
4. Describe at least one potential *ethical concern* that might arise through monitoring or evaluating your campaign – and what you might do to address or prevent this problem. For example, before beginning a focus group session about a controversial health topic, the moderator would ask all participants to sign a form assuring them that their comments will not be shared in connection with their name or other identity.
5. **Community feedback** (12 points)
6. Describe 3 specific *community stakeholders* who could share feedback with you about how your campaign is perceived, how effective it is, how people are responding, etc. These knowledgeable stakeholders should have an “inside scoop” – be able to tell you something about what targeted audience members are learning, feeling, or doing after engaging with your messages, materials, or activities. These community-level stakeholders might include groups like specific community organizations, leaders, or members of the primary or secondary audiences you identified earlier. After making your list of three community stakeholders, add bulleted explanations in response to each of the following questions.
* Describe what kind of information or suggestions you would seek from each community stakeholder. For example, an opioid abuse campaign might recruit a healthcare worker from a drug rehab center to discuss whether younger patients feel your campaign advice will help them stay clean.
* Describe at least one specific strategy you could use, to gather verbal or written feedback from each stakeholder.
* Write an exploratory question you might ask each stakeholder, to solicit their insights.
1. *Campaign launch.* List the names of 3 specific community-level organizations you could inform before the launch of your campaign that could help you promote it and get the word out (groups, centers, community nonprofits, churches, schools, businesses, local media outlets, etc.) Next to each organization, explain why you chose this organization – and ways could they spread the word about your campaign messages or activities. For example, a binge drinking prevention campaign might ask local addiction support groups to share a flier about a mocktail happy hour event with their members and post it on their social media platforms.
2. *Publicity*. Describe 3 ways you might *share the results* of your campaign after it ends, including effectiveness metrics, level of engagement, accomplishments, next steps, etc. (Examples: rally, written report, press releases, feature stories, podcast interviews, news conference, workshop, webinar, conference presentation, magazine article, scholarly research presentation or journal article, videos, articles in partner newsletters, brief presentations at partner organization meetings, etc.)