**Evaluation Planning Tool Checklist**

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| SMART objectives that will be measured |

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| Measurements be taken before the project is implemented |

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| Measurements be taken during the project is implementation |

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| --- |
| Measurements be taken at the end of the project |

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| --- |
| Details of other measurement points |

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| --- |
| Details of use of non-intervention control group, how matched with intervention group, how selected and randomised or purposeful assignment. |

**Indicators that will be measured**

**Individual level:**

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| Awareness: |

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| --- |
| Knowledge: |

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| --- |
| Understanding: |

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| --- |
| Attitudes: |

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| --- |
| Beliefs: |

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| --- |
| Intention to act: |

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| --- |
| Behaviours self-reported |

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| --- |
| Behaviours observed: |

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| --- |
| Proxy behavioural measures (e.g. items purchased or sales) |

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| --- |
| Physiological measures: |

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| --- |
| Other measures: |

**Group / Organisational /Community level:**

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| --- |
| Change to built environment |

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| --- |
| Change to natural environment |

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| --- |
| Change to policies |

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| --- |
| Change in service design, operation, access |

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| --- |
| Change to systems, rules, regulations |

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| --- |
| Change in group attitudes |

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| --- |
| Change in group beliefs |

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| --- |
| Chang in group intention to act |

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| --- |
| Observed group behaviour |

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| --- |
| Proxy measures for group change  |

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| --- |
| Other: |

**Evaluation methods**

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| Survey (knowledge, attitudes, and self-reported behaviour) |

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| --- |
| Observations |

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| --- |
| Individual interviews (Open and or structured) |

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| --- |
| Group interviews and or focus groups |

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| --- |
| Audio or visual recordings |

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| --- |
| Service uptake monitoring |

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| Physiological monitoring |

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| --- |
| Health monitoring |

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| --- |
| Environmental monitoring |

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| --- |
| Sales and buying monitoring |

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| --- |
| Media consumption and reporting monitoring |

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| --- |
| Digital media monitoring |

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| --- |
| Policy monitoring |

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| --- |
| Service quality and efficacy monitoring |

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| --- |
| Collection of “stories” diaries, accounts testimonials etc. |

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| --- |
| Mystery shopping |

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| --- |
| Service user mapping |

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| --- |
| Other methods |

**Analysis and Reporting**

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| Skills available to design collect analyse and report on the evaluation |

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| --- |
| Sources of specialist evaluation support |

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| --- |
| Name of evaluation coordinator |

|  |
| --- |
| Names and responsibilities of evaluation team |

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| --- |
| Data is ownership and editorial control |

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| --- |
| Data to be made publically available via the following channels |

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| --- |
| Data sets to be collected |

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| --- |
| Method of analysis to be applied to data sets |

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| --- |
| How data will be represented |

|  |
| --- |
| Structure of evaluation report |

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| --- |
| Methods used to disseminate evaluation report |

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| --- |
| Evaluation budget |

|  |
| --- |
| Evaluation timetable |

**Final Issues to consider:**

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| --- |
| Ethical issues to be considered and actioned |

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| --- |
| Other issues  |