



## PICK A METHOD... ANY METHOD.

### **Pretest – Post-test (required)**

This measurement method can be used to gauge changes in a participant's knowledge and/or attitude. Using this method, a survey is administered twice – once before the campaign and once after. Comparing the post-test results to the pretest results can help you determine whether information presented changed attitudes as a result of participating.

Here are some additional evaluation methods you may want to consider using.

### **Observation**

This method can be used to gather information about behavior changes. Say you choose to monitor 50 vehicles entering your school before the start of your campaign. You'd use the same test again after the campaign to look for changes in behavior (seat belt usage, driver cell phone usage, etc.) Personal interviews or focus groups These are conducted to get information about participants' reactions, attitudes or self-reported behavioral changes. Such information can help you determine which aspects of your campaign were the most effective in creating the desired impact or generate descriptions of behavioral changes participants attribute to your campaign.

### **Local data/statistics**

This can be a good source of information, providing additional evidence of your campaign's effectiveness. For example, if your local police department keeps records on the number of teens involved in auto accidents, a drop in this statistic might reflect the impact of your campaign. However, since a large number of other factors could influence this statistic as well, the change could not be entirely attributed to the success of your campaign.

### **So, what's the plan?**

No matter which evaluation method(s) you choose, it will also be important to plan your evaluation project and think about the amount of time it will take to complete. Be sure you consider this when developing the timeline for your media campaign.

For example, if you choose to use a pretest/post-test, you will need to budget time for each of the following tasks:

- Developing the questionnaires
- Making copies
- Distributing and collecting the forms
- Analyzing the data
- Interpreting the results
- Deciding how you will communicate the results