



SO, HOW DO YOU MEASURE UP?

After you've put so many long hours and so much hard work into your campaign, aren't you so ready to know if it was all worth it? This is where evaluation comes in. With proper planning, evaluation of your campaign can provide valuable information about the overall effectiveness, as well as reveal the relative strengths and/or weaknesses of everything that went into the project. But where to start?

Start at the beginning – with your project objectives: As you consider which method or combination of methods you'll use to evaluate the impact of your campaign, think about what you want to accomplish. Your project may include objectives like:

- Increasing awareness of the problem of distracted driving
- Increasing seat belt usage among teens
- Decreasing the incidence of street racing

Keeping your objectives in mind will help you as you develop an evaluation plan for your campaign.

Select your level(s): There are four levels of evaluation – reaction, learning, behavior, and results.

Suppose your school implemented a new driver's education program. Below are some examples of questions addressing various aspects of the program that might be used at each of these four levels:

- Reaction (How satisfied are the students with the driver's training program?)
- Learning (Are the students' scores on a Rules of the Road test higher after participating in the class than they were on a pre-test before taking the class?)
- Behavior (When driving, do the students check their rearview mirror with appropriate frequency?)
- Results (How many students complete the training and remain ticket/accident-free from project implementation to completion?)

Each of these approaches has its strengths and weaknesses. Reactions to the program may be relatively easy to obtain, but provide little information about the impact on students' behavior. Likewise, the number of students who remain ticket- and accident-free may appear to be a good measure of the program's effectiveness, but may also be influenced by factors other than the training (e.g., changes in local traffic laws).

Gather the evidence: Just as evidence from a variety of sources in a court case provides an indication of a suspect's guilt or innocence, information obtained using multiple levels of evaluation can provide stronger evidence of a program's effectiveness. Ideally, since all evaluation measures have strengths and weaknesses, information obtained by several approaches should be used to provide evidence of the program's effectiveness.