

## STANDARDIZED EVALUATION METHODS FOR ACTIVITIES

The involvement of the community in health planning and policy activities is the cornerstone of health education programs. The partially completed "Sample Project Work Plan" below includes several activities that promote community involvement frequently listed under "Types of Activities." The typical work plan will list many activities in greater detail to support program goals.

The California Department of Public Health, Epidemiology and Prevention for Injury Control Branch has identified standard methods of evaluation for community involvement in implementation activities. Contractors are required to include this language in their Work Plans. It is not necessary to list the detail in parenthesis that has been provided for explanation purposes. It is expected however, that the information detailed in the parenthesis be collected as part of the contract activities. Contractors may include additional items relevant to their own programs.

The typical work plan will list many activities in greater detail to support program goals.

TYPES OF ACTIVITIES	WAYS TO EVALUATE ACTIVITIES
<p>Community Coalition/Workgroup Meetings (Scheduled meetings, generally on a regular basis)</p>	<p>Meeting Announcement/Flyer Agenda Minutes Cumulative Attendance Records (Formatted like a class attendance list, this form demonstrates attendance by each member of the Coalition or Workgroup over time and includes the name and affiliation of each participant. This form does not require original signatures) Participant sign-in sheets (Requires original signatures of participants)</p>
<p>Community Forums/Development Meetings (Scheduled meetings, generally occurring only once for any given audience, to recruit new members of Coalitions or Workgroups and/or to solicit response to issues of concern)</p>	<p>Meeting Announcement/Flyer Agenda Minutes or record of discussion topics List of "issues of concern" identified Recommendations for action [<i>if appropriate</i>] Participant sign-in sheets (Requires original signatures of participants, affiliation, mailing address and phone number)</p>

TYPES OF ACTIVITIES	WAYS TO EVALUATE ACTIVITIES
<b>Community Recruitment</b> (Phone calls, personal contacts, letters, visits to organizations or agencies to solicit interest in and support of program activities)	<b>List of Outreach Activities</b> (Date, organization, individual contacted, outcome) <b>Sample letters and/or materials as appropriate</b>
<b>Community Informational Meetings/Presentations</b> (Scheduled meetings, generally occurring only once for any given audience, to educate and inform the public)	<b>Presentation Announcement/Flyer</b> <b>Agenda or Presentation Outline</b> <b>List of Presentations</b> (Includes location, date, time, name of presenter, number in attendance) <b>Participant sign-in sheets</b> (Requires original signatures of participants, affiliation, mailing address and phone number)
<b>Community Events</b> (Special events, generally occurring once or on an annual basis, such as festivals, rodeos, pageants, health fairs, holiday or cultural celebrations, etc.; generally open to the community or the members, families and friends of a particular organization)	<b>Event Announcement</b> <b>Description of Events</b> (Includes activity, location, date, time, population served [e.g., third graders, seniors, general community], estimated number of participants, brief explanation of how injury prevention issues were promoted)
<b>Trainings</b> (Education and training activities for professionals or community members with a predetermined curriculum)	<b>Training Announcement, Flyer, or Brochure</b> <b>Training Agenda</b> (Includes dates, location, names of trainers) <b>Training Materials</b> <b>Participant sign-in sheets</b> (Requires original signatures of participants, affiliation, mailing address and phone number) <b>Cumulative Attendance Records [if multiple session training]</b> (Formatted like a class attendance list, this form demonstrates attendance by each training participant over time and includes the name and affiliation of each participant. This form does not require original signatures.) <b>Evaluation Summary for each training event</b> <b>List of trainings conducted by participants [if Train-the-Trainer]</b> (Includes dates, location, names of trainers, number of participants)

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Identify Existing Programs and Policies	Resource and Policy Inventory
Provide Technical Assistance	<p>List of Technical Assistance Activities (Date, organization, individual contacted, nature of technical assistance provided, outcome if available)</p> <p>Sample materials as appropriate</p>
Serve as a Member of a Committee convened by another Agency or Organization	<p>List of Meetings Attended (Name of committee, agency or organization, date, location, brief statement of contributions made and benefits derived from participation for each committee)</p> <p>Agenda</p> <p>Minutes</p>
Media Activities	<p>Media Plan</p> <p>List of Media Strategies (Type, location, play dates, as appropriate)</p> <p>Copies of print media, posters, etc.</p> <p>Copies of audio/video scripts</p> <p>Press Conference Materials (Event plan, announcement, press release, press kit, etc.)</p> <p>Photographs and/or artistic renderings (For billboards, one-sheet displays, etc.)</p> <p>Tapes of audio or video production (This will be determined on a case-by-case basis by CDHS/EPIC)</p>
Institutionalization	<p>Plan for Institutionalization</p> <p>List of agencies, organizations, or individuals (Includes level and type of support pledged for specified period of time)</p> <p>Letters of Commitment (See CDHS/EPIC information sheet "How does a 'Letter of Commitment' differ from a 'Letter of Support?'" )</p>

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