

## Data Analysis Plan

The following data analysis plan corresponds to the indicators presented in the following .pdf files:

Formative Eval Components.pdf  
 Del Imp Eval Components.pdf  
 Exp Reach Eval Components.pdf  
 Effects Eval Components.pdf  
 Cost Eval Components.pdf  
 Theory Eval Components.pdf

### Formative Evaluation

Indicator	Data Analysis Plan
Audience evaluation of TV PSA message	Analyze theater testing results for the audience's interpretation of message meaning and compare to intended message meaning
Audience evaluation of message printed on bumper stickers	Analyze content of focus group transcripts for the audience's interpretation of the bumper sticker message and compare to intended message meaning
Expert evaluation of reminders for low-fat meals printed in restaurant menus	Analyze content of in-depth interview results and compare results to restaurant menus

### Delivery/Implementation Evaluation

Indicator	Data Analysis Plan
Number of PSA videotapes mailed and received	Count number of PSA videotapes mailed and compare to number of station managers that confirmed receiving videotapes
Number of volunteers assigned to distribute brochures	Count number of confirmed volunteers as reported by volunteer coordinators
Number of preschool puppet shows scheduled about fruits and vegetables	Count number of puppet shows scheduled and compare to the number of local preschools
Number of discount coupons for fruits and vegetables distributed to WIC clinics	Count number of coupons mailed and compare to number of clinics that confirmed receiving coupons

## Exposure/Reach Evaluation

<b>Indicator</b>	<b>Data Analysis Plan</b>
Frequency of TV PSA airings	Count airings  Count number of people reached based on station audiences
Amount of press coverage	Count number of articles  Conduct a content analysis
Frequency of school events to raise money for the American Cancer Society	Count number of events  Count number of people attending
Number of anti-smoking key chains distributed	Count number of key chains produced  Count number of key chains distributed

## Effects Evaluation

<b>Indicator</b>	<b>Data Analysis Plan</b>
Knowledge about early detection of breast cancer	Compare change between pre- and post-test survey questions pertaining to measures of knowledge
Attitudes toward mammograms	Compare change between pre- and post-test survey questions pertaining to measures of attitude
Scheduling an appointment for a mammogram	Compare change in clinic records regarding the number of mammogram appointments
Calling to inquire about mammograms	Analyze phone logs for number of requests for information and the nature of the requests
Scheduling an appointment for a second annual mammogram	Compare change in clinic records regarding the number of second mammogram appointments

### Cost/Benefit Evaluation

Indicator	Data Analysis Plan
<ul style="list-style-type: none"> <li>• cost of producing radio PSA</li> <li>• number of people tested</li> </ul>	Calculate the ratio of how much it cost to produce the PSA to how many people received blood test for lead (dollars/person tested)
<ul style="list-style-type: none"> <li>• cost of direct mailing to residents of older neighborhoods</li> <li>• number of people tested</li> </ul>	Calculate the ratio of how much it cost to print and mail brochures to residents to how many people received a blood test for lead (dollars/person tested)
<ul style="list-style-type: none"> <li>• cost of producing and distributing a brochure through pediatrician offices</li> <li>• number of people tested</li> </ul>	Calculate the ratio of how much it cost to print and distribute the brochure to how many people received a blood test for lead (dollars/person tested)

### Theory-Based Evaluation

Indicator	Data Analysis Plan
Belief that physical activity needs to be strenuous to achieve health benefits	Use qualitative analysis software to analyze interview transcripts and correlate increase in physical activity level with change in belief about strenuous exercise
Belief that physical activity increases one's risk for injury	Use qualitative analysis software to analyze interview transcripts and correlate increase in physical activity level with change in belief about risk for injury
Amount of physical activity	<p>Use qualitative analysis software to analyze interview transcripts and correlate increase in physical activity level with change in beliefs</p> <p>Use qualitative analysis software to analyze interview transcripts and correlate increase in physical activity level instruction in physical activity</p>