

Delivery/Implementation Evaluation Components

A health communication effort was developed to encourage parents to serve fruits and vegetables to their families. The healthy eating campaign included a range of activities from posting health messages in grocery stores to presenting puppet shows in preschools. The table below displays the components of a Delivery/Implementation Evaluation.

Indicator	Standard	Source	Method
Number of PSA videotapes mailed and received	Confirmation that 80 percent of TV stations received videotape	TV station managers	Survey administered by interviewer by phone
Number of volunteers assigned to distribute brochures	Confirmation that 100 percent volunteers ready to distribute brochures	Volunteer coordinator	Survey administered by interviewer by phone
Number of preschool puppet shows scheduled about fruits and vegetables	Confirmation that 90 percent of local preschools have a puppet show scheduled for presentation	Preschool directors	Survey administered by interviewer by phone
Number of discount coupons for fruits and vegetables distributed to WIC clinics	Confirmation that 95 percent of clinics received coupons	WIC program directors	Survey administered by interviewer by phone