

## Sample Evaluation Plan<sup>1</sup>

The following plan was used to evaluate a health communication program that had the goal of significantly increasing the number of Latino women over 50 who receive a yearly mammogram. The program was targeted to Latino women in response to rising incidence of breast cancer in this demographic group. Activities for communicating information were coordinated through local health clinics.

### Communication Objectives

- To decrease by 30 percent the number of Latino women over 50 who express fears about receiving a mammogram.
- To increase by 50 percent the number of Latino women over 50 who understand the benefits of receiving a mammogram once a year.

### Evaluation Objectives and Methods

#### Formative Evaluation

Measurement Objectives:

- To develop messages addressing fears surrounding breast cancer and mammograms specific to the target population.
- To test messages addressing fears surrounding breast cancer and mammograms specific to the target population.
- To test the appropriateness of distributing messages to Latino women over 50 through their health clinic.

Methods:

- Conduct focus groups with members of the target population to identify fears about early detection, breast cancer, and mammograms.
- Interview clinicians and health professionals from the Latino community to determine the appropriateness of using health clinics as a communication channel.
- After message development, conduct a second set of focus groups with members of the target audience to test the messages.

#### Delivery/Implementation Evaluation

Measurement Objective:

- To determine if cooperating health clinics have all necessary components in place to provide women with information about mammograms.

---

<sup>1</sup> The information in this sample evaluation plan is fictitious. The information in it should not be viewed as factual or cited in other documents.

Method:

- Conduct phone interviews with clinic liaisons.
- Assessment of checklists provided to clinics

Exposure/Reach Evaluation

Measurement Objectives:

- To monitor the distribution of materials through the health clinics.
- To determine if Latino women over 50 visiting the clinics are receiving the communication messages.

Methods:

- Inventory distribution points weekly to assess materials use.
- Instruct clinic staff to ask patients during follow-up phone calls about the communication messages.

Effects Evaluation

Measurement Objective:

- To determine the number of Latino women over 50 getting mammograms.

Methods:

- Conduct phone interviews with mammography screening centers to determine the number of Latino women over 50 getting mammograms.

Cost/Benefits Evaluation

Measurement Objectives:

- To assess whether the benefits of breast cancer early detection are greater than the costs of providing informational materials and instruction through health clinics.
- To demonstrate future benefits of breast cancer early detection that affect the families and communities of individuals in the target audience.

Methods:

- Estimate the costs of providing informational materials and early detection instruction through health clinics.
- Estimate the benefits of breast cancer early detection, including preventing the expense of cancer treatment.
- Calculate a cost-benefit ratio.
- Conduct focus groups with members of the target audience to examine the importance of maintaining health in order to take care of family.