



## Evaluate Activities

No matter what your resources, it's a good idea to step back periodically and take a look at how and whether your program is working. This process of evaluation is well worth the effort.

Evaluation can help you:

- Make sure your program is on time, on budget, and reaching your audience.
- Identify any program components that are not working so that you can make necessary improvements.
- Identify program activities that are successful so that you can celebrate achievements and share best practices.
- Make sure cooperating organizations are doing what they promised and are satisfied with their roles.
- Provide evidence that you have reached your SMART objectives.
- Strengthen future programs.

In the section on Laying the Foundation, you set SMART Objectives for your NIIW activities. Use these objectives to develop indicators to measure your progress. See [Appendix](#) for a template with examples of objectives and indicators.

Here are a number of methods to gather information to assess your indicators:

### Monitor Your Program Timetable

Check periodically to ensure that deadlines are being met and resources used efficiently.

- Is there a system in place to make sure deadlines are being met?
- Are activities taking place when scheduled? If not, examine procedures.
- Do you need to make schedules more realistic or to assign more people to a certain task?

### Monitor Materials Dissemination

Track the number of materials being distributed to your audience at the various spots you chose for dissemination, such as health fairs or local merchants. For example, how many of the brochures left at the pediatrician's office have been taken? If the number seems low, try to make adjustments. Are they located in an out-of-the-way spot? Could materials be moved to a higher traffic area?

### Track and Analyze Media Coverage

Scan newspapers and monitor radio and television to track your program coverage.

- How many articles, editorials, or letters have been published by the newspapers you contacted?
- How often has a radio station used the live announcer copy you sent?

If media coverage seems low, call your media contacts to remind them of the importance of your program. Ask whether they need different formats or other kinds of information.

## **Monitor Audience Response**

To learn whether you are reaching your audience, you could track the number of people who respond as a result of your activities. Measures might include:

- The number of people who participated at your NIIW events.
- The number of vaccinations provided at health clinics and other outlets you targeted.
- The size of audiences at presentations.
- The number of callers who reference your materials.
- The number of materials distributed.

Keep track of the kinds of questions people ask to help you design future activities that meet audience needs.

## **Obtain Feedback**

Ask for feedback from partnering organizations, volunteers, and other participants. Give them a chance to comment on their involvement with your organization or a particular NIIW activity. A brief evaluation form could ask:

- What worked particularly well?
- Which areas need improvement?
- How can improvements be made?
- What would they be willing to do next?

## **Use Evaluation Results**

Whatever form of evaluation you choose, be sure to use the results. Modify procedures and look for more effective ways to distribute materials, shift resources, attract media or make other refinements. Above all, share your successes and lessons learned. Writing and speaking about your program is a good way to make other community groups and professionals more aware of immunization and National Infant Immunization Week.

## **What Next?**

After the initial push during NIIW, many organizers find that the initial enthusiasm for the program wanes or increases due to the level of success of the synergy created by a successful NIIW. Immunization education in your community will require sustained attention. Assess the strengths and weaknesses of your accomplishments, think about how your community's needs and interests may have changed, and consider the following activities:

- Publicize your successes and visibly show your appreciation to your sponsors and participants.
- Approach potential sponsors who were not able to help before. Tell them about your successes and ask for a commitment in the next phase of your program.
- Broaden or repeat the activities that seem to work best.
- Focus on integrating immunization education into existing programs.
- Publicize your results and plan for ongoing activities, including next year's NIIW event.
- Keep NIIW partners engaged in your year round immunization initiatives by sending a thank you letter and initiating a follow up phone call with each to get feedback and lessons learned on NIIW as well as discuss other immunization initiatives that they might be interested in getting involved in throughout the year.

After you complete the "Evaluate Activities" planning guidance document, consider filling out the related section in the Sample NIIW Strategy Template.

## APPENDIX: SAMPLE Objectives and Indicators

\*Examples are provided and can be adapted according to program needs.

Objective	Indicator
<p>1. During NIIW and the three weeks following, measure increased knowledge among parents about the importance of immunizations and vaccine safety by counting calls to see if there is an increase in participation calls to the immunization hotline or visits to the parent web portal (brief survey).</p>	<ul style="list-style-type: none"> <li>• Compare data collected before and after</li> <li>• Calls to hotline</li> <li>• Web hits</li> </ul>
<p>2. During NIIW disseminate immunization messages about vaccines, vaccine-preventable diseases, and vaccine safety to parents of children younger than 2 years old to a minimum of 3 underserved/under immunized areas in our county.</p>	<ul style="list-style-type: none"> <li>• Number of materials (posters, flyers, etc) and locations where they were distributed</li> <li>• Number of new contacts from communities</li> </ul>
<p>3. Increase knowledge of immunization practices and efficacy by answering parent questions and concerns about vaccines, vaccine-preventable diseases, and vaccine safety among 200 healthcare professionals through on-site and web-based training activities during NIIW.</p>	<ul style="list-style-type: none"> <li>• Number of healthcare professionals at training events</li> <li>• Survey at provider education events</li> <li>• Survey 2-3 months later to assess implementation of communication strategies</li> </ul>
<p>4. Strengthen existing partnerships and support through community meetings and events.</p>	<ul style="list-style-type: none"> <li>• Number of partners at community meetings</li> <li>• Surveys of key partners</li> </ul>
<p>5. Establish partnerships with 3 additional healthcare professional and childcare organizations by NIIW.</p>	<ul style="list-style-type: none"> <li>• Number of partnerships established</li> <li>• Feedback on activities via phone debriefing or individual interviews</li> </ul>
<p>6. Educate at least 20 legislators and their staff about the importance of immunizations in preventive care, where to find accurate information on vaccines, and how vaccine safety is insured.</p>	<ul style="list-style-type: none"> <li>• Number and position of legislators/staff attending event</li> <li>• Survey at educational event</li> </ul>
<p>7. Target at least 3 key media outlets to disseminate accurate vaccine-related information and highlight the benefits of immunization.</p>	<ul style="list-style-type: none"> <li>• Number of editorial boards</li> <li>• Number of interviews</li> <li>• Media coverage-measured by media monitoring and impressions</li> </ul>
<p>8. Engage at least 3 ethnic media outlets in immunization promotion efforts.</p>	<ul style="list-style-type: none"> <li>• Number of ethnic media contacted</li> <li>• Ethnic media coverage (amount and quality)</li> </ul>
<p>9. Provide catch up vaccination to at least 1000 children younger than 2 years old at health clinics (during extended days/hours) in 6 locations (targeting at risk and under-immunized children/families) the week of NIIW.</p>	<ul style="list-style-type: none"> <li>• Number of children 2 years old or younger receiving vaccination at the 6 designated locations via registry data</li> </ul>