Formative Evaluation – Environmental Strategies Media Campaigns

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Objectives

1. Discuss the formative evaluation tool for media campaigns
2. Review the types of questions included on the tool
3. Discuss tips and hints about reporting

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Suggested Citation:
Environmental Strategies: Media Campaigns

- Form due 30 days after strategy implementation or by Aug 15
- Basic project information & media campaign questions
- Tool categorizes questions
  - Background Information
  - Major Media
  - Social Media
  - Special Events, Meetings, & Activities
  - Print Material

Formative Evaluation - Media Campaigns

- SPF-PFS-funded components only
- Strategic Plan Map
- Strategy Proposal Form
- Approved by EBP
Formative Evaluation - Media Campaigns

3. What are the age group(s) of the population of focus for the campaign?
(Pull from your strategic plan map.)
- Children age 0 to 11
- Youth age 12 to 17
- Young adults age 18 to 20
- Young adults age 21 to 25
- Adults age 26 or older
- Other (Describe) _____________________________

4. What is/are the primary population(s) of focus for the campaign?
(Pull from your strategic plan map.)
- Middle school students
- High school students
- College students
- Parents
- Health care providers
- Employees
- Other (Describe) _____________________________

Questions on Major Media Outlets

Work w/media company on Q’s:
- Duration
- Reach
Questions on Social Media Outlets

Report on only the EBP approved media campaign efforts not all promotional efforts via social media

Special Events, Meetings, & Activities

Only report if these are part of your PFS-funded & EBP-approved media campaign

Do not include regularly scheduled coalition meetings, special planning meetings for the coalition, or other regularly scheduled events and activities
Print Material

- Posters
- Brochures/Pamphlets
- Direct mail: e.g., postcards
- Fliers
- Swag
- Pledges

Other Media Activities

- Report anything not captured elsewhere
Wrap-Up

Website:
https://pfs.ohio.gov/SPF-Phases/Evaluation/2-Formative-Evaluation

Questions:
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