

ANSWERS TO YOUR **TOP 5** QUESTIONS ABOUT PROCESS EVALUATION

When it comes to communication campaigns, collecting process evaluation data from your target audiences is one of the most effective tools you have to evaluate how your campaigns are being implemented AND inform your plan for your next campaign cycle. Process evaluation tells you what's working, what isn't and what changes you need to make. Here are answers to the top 5 questions about process evaluation!

01 HOW DO I CONDUCT PROCESS EVALUATION?

Process evaluation is typically done through focus groups and intercept surveys. If you have been through the Planning and Implementing Communication Campaigns training, you are familiar with the Intercept Survey Template. There is a copy of this survey in your Participant Guide as well as in your training account. If you don't have it, click [here](#). You can add questions to the survey to meet your local needs.



I'M IMPLEMENTING A STATE-DESIGNED CAMPAIGN, WHY SHOULD I CONDUCT PROCESS EVALUATION?

02

It gives you important feedback from your target audience (i.e., where have they seen materials, what was the main message, what did they think about it, etc.) that helps make your campaign better. For example, if you had a banner put up in the cafeteria as a primary distribution source, but very few people saw the banner, then you should use that information to seek out a different location in the school that may be more visible to your students. Or, maybe you conducted classroom presentations as a supplemental activity and not a lot of people participated, but those who did said they obtained a lot of useful information. Then you might expand this activity.



PREVENTION FIRST 

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03 I'M NOT ALLOWED IN THE SCHOOLS. HOW DO I GET SURVEYS FROM STUDENTS OR PARENTS?



If students are back in school, talk with your contacts to see if they can hand out the surveys. This can be done during lunch, homeroom classes, study halls or through specific clubs such as student council or athletic teams.



Convert the survey into an electronic format utilizing Google Forms or Survey Monkey. Ask your schools to send an eblast with the link to students or parents. Share the link on your social media sites.



Ask local community partners that have access to your target audience to share the link on their social media sites or to send it out by eblast.



Get your YAC members and YPE students involved! Ask them to complete the survey (if applicable), and share the link on their social media sites. Have them ask their peers (or parents) to fill out the survey and repost it.



Host an online focus group utilizing Google Meets, Zoom, or other platform.

WHEN SHOULD I DO PROCESS EVALUATION?

04

Process evaluation should begin as soon as your campaign kicks off and should be ongoing so that you can make refinements throughout implementation. However, Spring



is a critical time to collect process evaluation so it can be used to make adjustments to your marketing survey and your marketing plan for next year.

05 HOW DO I GET MY PROCESS EVALUATION DATA TO PREVENTION FIRST?

Prevention First will send you a survey to collect your process evaluation data. Have your process evaluation conducted and compiled by the last week in May. The data we collect will inform the state-designed campaigns and training. The more feedback we obtain, the better able we are to ensure the campaigns are representative of youth across Illinois. Your participation is critical!



If you have any questions related to conducting process evaluation, contact any one of our SUPP TTA Specialists. Visit us at [prevention.org](https://www.prevention.org).