

EVALUATION PLAN WORKSHEET

1. What is the purpose or objective of the evaluation?		
2. Define the target population (Example: youth, adults, enforcement, retailers, policy makers, etc.)		
3. Determine the types of information to be collected (should match information collected for the baseline report).	YES	NO
<ul style="list-style-type: none"> a. Demographics b. Data <ul style="list-style-type: none"> (1) Highway Safety (motor vehicle crashes, DWI arrests, etc.) (2) Liquor Law Violations (3) Sales to Minor Violations (4) School data (5) Criminal Justice data (convictions) (6) Injury/Fatality data (non-motor vehicle) (7) Treatment (8) Other c. Surveys <ul style="list-style-type: none"> (1) Youth (2) Adult d. Focus/discussion groups <ul style="list-style-type: none"> (1) Youth (2) Parents (3) Law Enforcement/Alcohol Beverage Control (4) Educators (5) Elected officials (6) Substance abuse prevention/treatment specialists (7) Health department (8) Faith community (9) Alcohol Retailers (10) Businesses (11) Media (12) Other e. Media review f. Public policy review g. Other 		

Evaluation Plan Worksheet continued

4. Evaluation methods to be used

a. Formative evaluation

(1) Description

(a) Quantitative methods to be used

(b) Qualitative methods to be used

(2) When it will be conducted

b. Process evaluation

(1) Description

(a) Quantitative methods to be used

(b) Qualitative methods to be used

(2) When it will be conducted

c. Impact Evaluation

(1) Description

(a) Quantitative methods to be used

(b) Qualitative methods to be used

(2) When it will be conducted

d. Outcome Evaluation

(1) Description

(a) Quantitative methods to be used

(2) When it will be conducted

5. Elements of the Evaluation Report