

Sample Evaluation Checklist for Folic Acid Community Awareness Campaign

Sample Evaluation Checklist
<input type="checkbox"/> Are activities on schedule?
<input type="checkbox"/> Do we have enough staff and/or volunteers?
<input type="checkbox"/> Do we have sufficient resources?
<input type="checkbox"/> How many times was the activity implemented?
<input type="checkbox"/> How many pamphlets or posters were distributed and through what mechanisms?
<input type="checkbox"/> Approximately how many people in the target audience were reached?
<input type="checkbox"/> How many presentations were made? How many people attended?
<input type="checkbox"/> How many health professionals are distributing the resources?
<input type="checkbox"/> How many women are asking health professionals about folic acid?
<input type="checkbox"/> How many media interviews were completed?
<input type="checkbox"/> How many exhibits and displays were held?
<input type="checkbox"/> How many people attended?
<input type="checkbox"/> How many resources were distributed at each?

Here is a sample chart that will ensure you have the means in place to collect the necessary information to effectively evaluate your efforts.

Indicator	Information Needed	How to Collect It	Who Will Collect It
Are activities on schedule?	When was each activity started? When did each activity end?	Record the date and time each activity began and ended.	
How many times was each activity implemented?	How many presentations were made? How many exhibits were provided? How many advertisements were placed?	Record the number of times each activity took place.	
Are women asking health professionals for folic acid information?	Numbers from health professionals.	Talk to health professionals.	
How many people in the target audience were reached?	Number of women who know about folic acid.	Number of pamphlets handed out; talk to doctors; look at vitamin sales.	

Approved: June 2002
Reviewed: February 2011