|  |
| --- |
| Timeline of Key Activities |

*This graphic, which is a new requirement for the Implementation and Results section of your final and brief evaluation reports, is meant to provide readers with an overview of the chronology of the pivotal activities that helped move your objective along. It consists of a succinct bulleted list of activities in the order in which they actually occurred in each year of the contract period. The graphic was created in Microsoft’s SmartArt and can be easily adapted to accommodate other configurations and styles.*

Key Intervention and Evaluation Activities in Chronological Order

\*Evaluation activity that was part of a statewide data collection effort coordinated by the California Tobacco Control Program among all Local Lead Agencies in California.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Instructions | | | | |
|  | |  | | |
|  | | Working from your evaluation plan, determine which intervention AND evaluation activities were KEY to contributing to the objective. | | |
|  | | You do NOT need to report on every intervention and evaluation activity; only include activities that made a difference to the objective.  (These could include activities that yielded positive results as well as those that produced disappointing or negative results, if the latter informed or reshaped approaches, activities or tactics for work that followed.) Additional information can be moved to the appendix. | | |
|  | | Organize both intervention AND evaluation activities chronologically e.g., year 1, year 2, year 3. Change the subtext under each year based on what was happening then (e.g., Public Outreach, Building Momentum, Policy Adoption and Implementation). | | |
|  | | Enter the key activities into the corresponding year’s box in order of their occurrence. | | |
|  | | Do NOT copy and paste from the plan.  These activities should reflect what actually occurred and when. | | |
| Design Tips | | | | |
|  |  | | | |
|  | Edit the SmartArt text by left-clicking once with your mouse on any part of the graphic. You can add, delete or edit bullets, headers, etc. In the SmartArt Tools tab of the selection bar at the top of your screen, you can change the style and color of the entire graphic or just a particular element in it from the Design or Format tab (or SmartArt Text window in later versions). Each “year” of the graphic is separated into sections using bullet points, resembling an outline. The graphic can also be resized by tugging the corners of the graphics frame. | | | |
|  | Limit word use. Eliminate unnecessary words or phrases to conserve space. | | | |
|  | Test readability both on screens and on paper. If needed, change SmartArt colors, text colors, font and font size. Refrain from using a font size smaller than 10 pts. | | | |
|  | Take colorblindness into consideration when selecting colors. Here are a couple links that might help:   * <https://www.tableau.com/about/blog/2016/4/examining-data-viz-rules-dont-use-red-green-together-53463> * <http://stephanieevergreen.com/handling-colorblindness/> | | | |
| © 2017 Tobacco Control Evaluation Center | | |  |  |