Tobacco Control Evaluation Terminology

This document contains California Tobacco Control evaluation terms with sample definitions and resources to find out more about each concept. It is not a comprehensive list of terms nor are the definitions and resources provided the only interpretations for these terms. Feel free to add your own and recommend any edits or additions to tobaccoeval@ucdavis.edu.

Analysis Plan:

A roadmap for how collected data will be organized and analyzed. This can also include protocol for data monitoring and/or cleaning. Also see end-use strategizing, content analysis, descriptive statistics

Asset Mapping:

The process of identifying and providing information about a community's strengths and resources. Allows projects to begin from a lens of strengths rather than a list of shortcomings as in traditional needs assessments check out http://tobaccoeval.ucdavis.edu/evaluation-planning/documents/CoalitionAssetMappingTool-Final.doc or http://tobaccoeval.ucdavis.edu/files/ReadyTalk/asset_mapping/lib/playback.html

Coalitions and Evaluation:

In the context of CA Tobacco Control, coalitions need to be assessed every 18 months. To make this activity more efficient, TCEC has a coalition satisfaction survey service where projects can pass along a link to their coalition members to respond to a survey, then TCEC will give projects a link to their results. Here's https://www.surveymonkey.com/s/SampleCoalitionSurvey

This term also refers to how coalitions can help make evaluation more useful. Coalitions can serve as an advisory board to your project and ensure that culturally competent strategies are being used, for example, coalitions can review data collection instruments to ensure they're appropriate for the target audience; they can be included in participatory data analysis meetings to provide context and interpretation for evaluation findings; etc. Check out the presentation on coalitions and evaluation here: https://www.tcspartners.org/Campaigns/CommunityCoalitions101/Evaluation.cfm

Content Analysis:

A method to analyze qualitative data by finding common themes or enlightening data points. http://tobaccoeval.ucdavis.edu/analysis-reporting/AnalyzingData.html

Culturally Competent Evaluation:

Evaluation practice that is actively cognizant, understanding, and appreciative of the cultural context in which the evaluation takes place, and employs culturally and contextually appropriate methodology. Can more broadly be described as tailoring materials to one's audience. See also coalitions and evaluation http://tobaccoeval.ucdavis.edu/data-collection/CulturalContexts.html

Data Collection:

The way facts about a program or its activities and its outcomes are amassed. In CA Tobacco Control, there are nine main methods for data collection: education/participant survey, focus groups, key informant interview, media activity record, observation, policy record, public opinion poll/intercept survey, YTPS, other (e.g. PhotoVoice, Google or Facebook Analytics)

Data Collection Instrument:

The methodology used to identify information sources and collect data (e.g. public intercept surveys, key informant interviews, focus groups). The data collection instrument is often a survey, observation form, or interview guide, and comes with specifications for how to use the instrument.

Data Collection Mode/Logistics:

This is the part where the when/where/who/how/and how many are addressed. It is stating when data collection will take place, what locations will be selected to collect data, who is collecting the data and how will they be trained and assessed for readiness, etc. the mode e.g. pen and paper, handheld device, video camera, etc. and how many times, locations, or responses a data collection activity aims to cover

Data Collector Readiness:

After and/or during a data collector training, data collectors are assessed through surveys and/or observations to ensure that the protocols are being followed as designed. This is important so that all data collectors use the same methodology in asking questions and/or observing behaviors or the environment so that data can aggregated and compared. This reduces any variability or bias that could be caused by the data collector and is not an accurate depiction of the population of interest. See also inter-rater reliability

Data Collector Training:

Training conducted when there is more than one person involved in collecting data to ensure they implement the survey, observation, etc. in precisely the same way.   See also data collector readiness

Descriptive Statistics:

Numbers and tabulations used to summarize and present quantitative information concisely. In CA Tobacco Control, this can simply include calculating the mean, median, and mode or percentages and frequencies of responses. Other statistical analyses such as chi-square, t-tests, or confidence intervals may also be calculated

Dissemination:

The distribution of evaluation findings to stakeholders. This can include physical products such as reports, fact sheets, press releases, letters to the editor, phone interviews, webinars, presentations, or other types of audio or audio visual presentations. See also reciprocity and reporting

Education/Participant Surveys:

Surveys used to assess knowledge, skills, or need before/after an event or training. If conducted before trainings, results can be used to tailor the training to the level of the participants. If conducted after trainings, results can be used to improve future trainings with similar audiences or topics.

End Use Strategizing:

Developing the evaluation methods and instruments with the ultimate goal and purpose of collected data in mind. Begin at the end by thinking about the types of information needed so that all activities work toward achieving that ultimate goal and purpose, rather than simply going through the steps For developing instruments see: http://tobaccoeval.ucdavis.edu/documents/Tips_Tools_11_2011.pdf

Evaluation Activities:

Specific actions or processes undertaken over a specific period of time by an organization involving systematic collection and analysis of qualitative and quantitative information. In CA Tobacco Control, there are nine main methods for data collection: education/participant survey, focus groups, key informant interview, media activity record, observation, policy record, public opinion poll/intercept survey, YTPS, other (e.g. PhotoVoice, Google or Facebook Analytics)

Evaluation Design:

The methodology selected for collecting and analyzing data in order to reach conclusions about program or project efficiency and effectiveness.

Evaluation Plan:

A description of the overall approach or design that will be used to guide an evaluation. It includes what will be done, how it will be done, who will do it, when it will be done, why the evaluation is being conducted, and how the findings will likely be used.

Evaluation Plan Type:

In CA Tobacco Control, this refers to the type of evaluation that corresponds with the objective. Choices are legislated or voluntary policy adoption and/or implementation, individual behavior change, other with measurable outcome, and other without measurable outcome. This graphic shows which types require outcome evaluation. Note: process evaluation can always be useful.
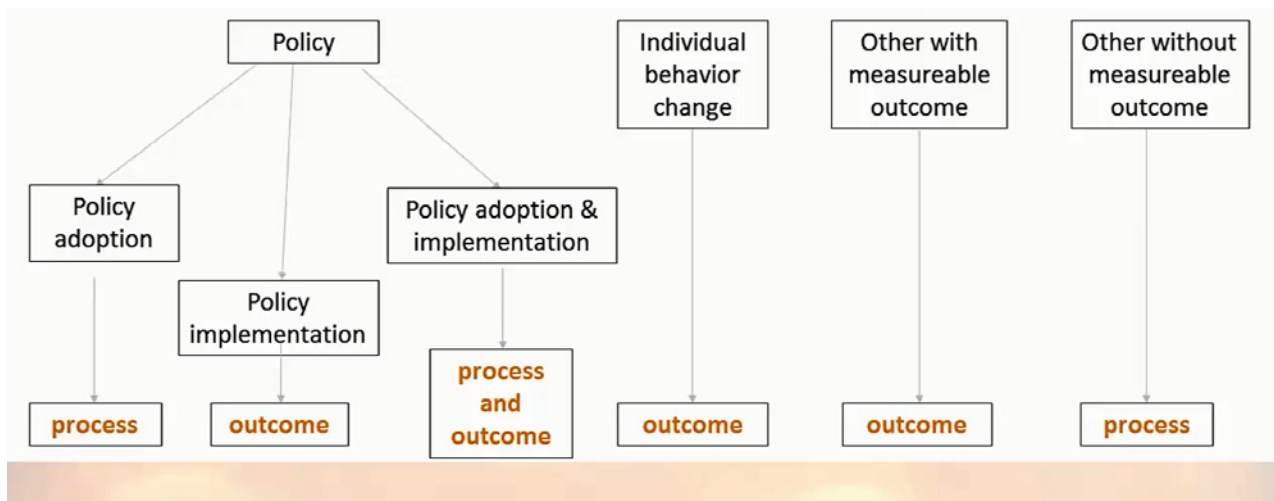
Focus Group:

A series of meetings with groups of people selected for their relevance to a specific topic that is engaged by a trained facilitator in a series of discussions designed for sharing insights, ideas, and observations on a topic of concern. Information is compared between and across groups.

Formative Evaluation:

Evaluation conducted during the course of project implementation with the aim of improving performance during the implementation phase. (Related term: process evaluation)

Google or Facebook Analytics:

Web service that tracks and reports traffic to a website/user interaction to a Facebook page. Often, each platform provides user information otherwise, additional programs can be used. Also check out this social media resource developed in collaboration with CYAN: www.amplifyadvocacy.org

Inter-rater Reliability:

The degree to which different raters/observers give consistent estimates of the same phenomenon. The goal is to reduce variability/errors caused by data collectors. See also data collector readiness

Key Informant Interview:

A structured conversation; an in-depth qualitative interview with people selected for their first-hand knowledge about a topic of interest. An interview guide is developed with potential follow-up or probing questions. Unlike surveys, key informant interviews may jump around in order or vary in other ways depending on how the conversation goes. Check out "Interviewing Key Informant" at http://tobaccoeval.ucdavis.edu/data-collection/DataCollectionMethods.html

Media Activity Record:

Records of the number, type, placement, and slant of media coverage achieved over a specified period of time. Check out http://tobaccoeval.ucdavis.edu/data-collection/documents/MAR-ToolGuidelines.docx

Observations:

A way of gathering data by watching behaviors, events, or noting characteristics of a physical setting. Check out "Making Observations" at http://tobaccoeval.ucdavis.edu/data-collection/DataCollectionMethods.html

Outcome:

The results of program operations or activities; the effects triggered by the program. In CA Tobacco Control, Outcome evaluation assesses the impact an intervention has on people or the environment; it measures the change you expect to see as a result of the program. Typically includes changes in knowledge, attitudes, awareness, behavior, observed tobacco litter, number of citation issued, smoking incidences or complaints, etc. It is not enough to simply count the number of policies passed. Only what happens as the result of the policy implementation is an outcome. That's why only implementation requires outcome evaluation, but adoption only does not. So a policy record review showing the number of policies is a process activity, not Outcome in CA Tobacco Control

Participatory Data Analysis:

Group-level analysis of data that allows stakeholders to help interpret and provide context to the findings rather than an evaluator or internal staff analyzing and interpreting results by themselves. See also reciprocity and coalitions and evaluation

Photovoice:

A participatory project where participants use photo and/or video images to capture aspects of their environment and experiences and share them with others, with the goal of bringing the realities of the photographers' lives home to the public and policy makers and spurring change. This method allows for those with different backgrounds, literacy levels, language, experiences, etc. to come together around identifying challenges and strengths in their community through the use of photos.

This labor, time, and resource intensive project involves multiple meetings for recruiting, training, analyzing, interpreting, debriefing experiences with the group, and an exhibit or showcase of results with the community. It is a very specific methodology that has been well documented in literature – here is one of many sources: http://journals.sagepub.com/doi/abs/10.1177/109019819702400309

Policy Records:

A method of collecting background information on the history of an issue through content analysis of records maintained by government agencies or other institutions. Potential sources are policy maker biographies, voting records, meeting agendas and minutes, and/or notes taken while attending meetings. Check out "Reviewing Media Activity & Policy Records"
at http://tobaccoeval.ucdavis.edu/data-collection/DataCollectionMethods.html

Process Evaluation:

The programmed, sequenced set of things actually done to carry out a program or project. Process evaluation is conducted to document and assess how a program was implemented and operates. Process evaluation is for monitoring the progress of interventions and helps identify if changes need to be made to improve. Can be both quantitative and qualitative. See also formative evaluation

Public Opinion Polls/Intercept Surveys:

Surveys that are conducted with a particular sample of the public, designed to assess the knowledge and attitudes of a population.

Qualitative:

Observations or information expressed using categories rather than numerical terms, and often involve knowledge, attitudes, perceptions, and intentions.

Quantitative:

Information that can be expressed in numerical terms, counted, or compared on a scale.

Reciprocity:

The practice of exchanging information for mutual benefit. In CA Tobacco Control, projects should report back to their communities about the results of intervention and evaluation activities. Since the community is often the source of data (public opinions, observations, etc.) it is important to share the results with the source

Reporting:

The process of communicating evaluation findings and making recommendations for future action. Ideally, each data collection activity is accompanied by a report detailing the methodology, findings, and recommendation. This can be a formal report, but it can also be a fact sheet, pamphlet, presentation, or other product that communicates evaluation findings and offers recommendation for future action.

In CA Tobacco Control, all primary objectives require a Final Evaluation Report at the end of the contract period. All non-primary objectives require a Brief Evaluation Report according to the specifications of *Tell Your Story*. Contact TCEC for more info about the requirements for writing Brief and Final Evaluation Reports, which are changing in 2017.

Sample Composition:

The source from which data will be gathered, e.g. residents of a particular community or the general public, retailers, parks, beaches, public buildings or spaces, restaurants, multi-unit housing complexes, etc.

Sample Size:

The number of units to be sampled, from which data will be collected. Serves as the denominator in quantitative data analysis. See "Deriving Your Sample" at http://tobaccoeval.ucdavis.edu/evaluation-planning/EvaluationDesign.html

Sampling Method:

The method by which the sampling units are selected (such as census, simple random, stratified random, cluster, purposive, convenience)

Social Media Evaluation:

Analysis that assesses the extent to which social media messaging is shared by others, by whom and to whom. Check out http://tobaccoeval.ucdavis.edu/analysis-reporting/UsingSocialMedia.html

Summative Evaluation:

Evaluation of an intervention or program in its later stages or after it has been completed to assess its impact, identify the factors that affected its performance, assess the sustainability of its results, and draw lessons that may inform other interventions. See also Outcome Evaluation

Utility/Topic:

Explains the main reason and subject for an evaluation activity. The purpose of evaluation is to be used, and by identifying the intended use of evaluation data at the planning stage allows programs to understand the intended uses and topics of investigation. More about Utilization-Focused Evaluation by Michael Quinn Patton: https://us.sagepub.com/en-us/nam/utilization-focused-evaluation/book229324#tabview=toc and

http://www.wmich.edu/sites/default/files/attachments/u350/2014/UFE_checklist_2013.pdf

Waves of Data Collection:

Repeated collection of data from the same population sample; used to measure change over time

Youth/Young Adult Tobacco Purchase Survey:

A data collection method designed to capture the illegal sales rate of tobacco to minors and young adults through the use of youth or young adult decoys who attempt to purchase tobacco products. Additional observations such as store and/or clerk characteristics are also typically collected at the same time e.g. presence of STAKE Act signage, posting of licenses, placement of products or advertisements, access to tobacco by self-service, behaviors or conversations by store clerks such as asking for ID, etc.