

EVALUATION WHILE SOCIAL DISTANCING

This document contains ideas for approaching evaluation during times of physical distancing. Talk with your evaluation team and your CTCP Project Coordinator to determine which options are best for your project.

EDUCATION/PARTICIPANT SURVEY



Zoom: use polls during training

Online or verbal **quizzes**

Share materials via email, social media, google docs.

KEY INFORMANT INTERVIEW

Zoom (or other video conferencing tool)

Phone interview

Interview via **email or chat/messaging app**

FOCUS GROUPS



Zoom using rooms for pair and share, polling, chat box. Offer anonymity and use pseudonyms. Use share screen to show notes. Zoom also has a transcription feature!

Create ads on social media, **Next Door**, community **Facebook** groups. You can even target specific locations to recruit participants.

Communicate via group text, Facebook messenger, **LinkedIn**, **WhatsApp**, or other group messaging format.

FocusGroupIt.com for asynchronous data collection. Good for audiences that may not like to speak up or discuss verbally and are better at written/type formats.

PUBLIC INTERCEPT SURVEY/OPINION POLL



Use **SurveyAnalytics** to: email a link to survey, post to social media, share QR code, show educational materials for consumer testing, or conduct online coalition survey with reminder emails and follow up phone call reminders.

Set up physically distant **survey booths** where respondents get their own pen.

Partner with others to ask on our behalf (e.g. with schools to email the survey to parents).

PDF survey to fill in and send via email or mail a paper survey with pre-paid postage.

Post on a **bulletin board or door hangers** with a QR code to scan or a tear off with the link to the survey.

Conduct the **survey via phone**.

Create ads on **social media**, Next Door, community Facebook groups. Target specific locations to recruit participants.

OBSERVATION SURVEY



Park close by and **stay in your car** to observe signage at a store

Drones for park observation.

Send a single person to do observation with **appropriate safety precautions**.

TOBACCO PURCHASE SURVEY



Call stores to ask if they sell a flavored product. ("Before I go down there, do you have grape Swishers?")

Replace with **merchant interview**.

RECORD REVIEWS

Media activity records

Online search of **meeting minutes**, voting records, etc.

Watch recordings or attend virtual policymaker meetings and take observation notes.



Other ideas: Email photos, use a specific hashtag, Google/Facebook/website analytics, virtual town hall forums, Facebook wellness trainings with Youtube links to each of the classes, wait to collect data/move due dates, still collect data as planned but explain caveats and limitations.