**Process Evaluation Activities and Common Uses**

| **Activity** | **Information Source** | **Common Uses** | | |
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| **Pre-intervention** | **During Intervention** | **Post-intervention** |
| **Education/ Participant survey** | People who have participated in an educational or other activity put on by the project, including data collector training: cessation participants, coalition members, etc. | To establish status of knowledge or experience before the intervention (e.g., smoking behavior of cessation program participants) | To improve presentations or other educational activities | To learn extent to which presentation/activity had the desired effect |
| **Focus groups** | Series of group discussions with people who share something in common: e.g., coalition members, tenants, retirees, Asian Americans | To learn what approaches work with specific populations; to brainstorm strategies; test instruments or messaging | Not common | Not common – but sometimes used to reflect on process |
| **Key informant interview** | People who have in-depth experience or specialized knowledge: Decision-makers, retailers, etc. | To identify potential barriers and promising strategies | To learn status and effectiveness of strategies so far | To reflect on what worked and didn’t work in the project, identify potential implementation issues |
| **Media activity record** | Hard copy or online publications/ radio/TV coverage | *Rare* – to document media gaps to target media activities | To determine if media activities are reaching the right audiences with the desired messaging | To document amount, nature and reach of media activities |
| **Observation data** | Behaviors (smoking), objects (signage, tobacco litter, products & ads in stores), events (city council meetings) | To learn about the extent of a problem (such as litter in parks); to serve as baseline measure | To record meetings (issues discussed, participants) when records are not available or not sufficiently detailed; changes in status of problem | Not common (in process evaluation), but frequently used as outcome measure |
| **Policy record** | Records maintained by government agencies, tenant councils, other institutions | To identify issues and supporters/ opposition of past policies, and interest in proposed policy | To monitor progress toward policy goal | To document achievement of policy goal (record of discussion, votes, etc.) |
| **Public opinion poll** | People who would be affected by a policy: tenants, people at outdoor events, people standing in line for a movie, etc. | To learn the extent of public knowledge about issues, and/or support for (or opposition to) a proposed policy | To gauge midstream status of knowledge and/or support | To assess post-intervention status of knowledge, experiences and/or support |
| **YTPS** | Retail stores and other tobacco outlets | To provide information to decision-makers about the extent of the problem of sales to minors | Not common | Not common, except for compliance objectives (in which case it would be an outcome measure) |
| **Other** | Examples: document review (rental agreements), PhotoVoice, Google Analytics, Facebook Analytics, etc. | To determine status/scope of whatever is being examined | To monitor status | Document adoption or “other without measurable change” objectives – e.g., Do rental agreements include no smoking clause? Has use of the website increased? |