LEVEL 2: PROMOTING COMMUNITY EDUCATION

Community Education Effort (CEE) Tracking and Evaluation Form

PRIOR TO IMPLEMENTATION ANSWER THE FOLLOWING:

Name of the community education effort (CEE):

Educational content topic(s):

Intended effect of CEE: (e.g., knowledge gained; change opinion; etc.)

Organizations involved in CEE design and development:

Geography covered:

Medium used: (e.g., radio, TV, print, social media, etc.)

Assessing the Quality of CEE material/resources/script/etc.:

- What evidence is there that the information is accurate? Cite sources of information
- What evidence is there that the information is culturally relevant and meaningful? Cite sources of information
- Were the materials/resources/script/etc. piloted with the target audience? If yes, with how many? What are other key characteristics of participants who viewed the materials?
- If piloted, were the participants able to articulate the key take away messages?

DURING IMPLEMENTATION ANSWER THE FOLLOWING

How are you tracking coverage and access? Number of resources of messages disseminated.

List the organizations, individuals who are supporting the spread of information through CEE.

What changes, if any, were made during the course of implementation? Why were the changes necessary?
AFTER IMPLEMENTATION ANSWER THE FOLLOWING

What is the estimate of the # of community citizens who may have accessed the CEE information/resource?
What source did you use to come up with the estimate?
Did the CEE meet the target goals for dissemination?
Did you receive any feedback from end users?
Did you receive any feedback from key partners? Summarize

Reflection: What worked well? What didn’t?

What is the likelihood that this particular CEE will become a more permanent part of existing community promotion efforts?