

A

Argue for **more program resources** if they want to see demonstrable changes.

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B

Argue that **more time** is needed if they want to see any effect.

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C

Argue for **more evaluation dollars**.

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D

Provide some **tracking data** showing improved health behaviour in your community and province.

(Rice & Atkin, impact monitoring model)

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E

Provide some impressive **data about the reach** of your campaign.

(Rice & Atkin, advertising model)

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F

Hire or find an evaluator to design and implement a **cost-benefit quasi-experimental design**.

(Rice & Atkin, experimental model)

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G

Run & hide until the next election.

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H

Prepare a **logic model**. They're really cool & describing your program will take up a lot of time at the management meeting.

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I

Find someone who benefitted from the campaign. Have them **tell their story**.

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J

Tell them that after attending a THCU workshop you learned that **formative evaluation** is the key to success. Now, having spent 50% of your energy and your evaluation money on formative research, you are convinced you are meeting real need.

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K

Tell them that the program is based on a proven intervention in the literature and that you will develop a process evaluation showing that it was **replicated "with fidelity."**

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M

Tell them they are crazy to expect a change in behaviour, citing Coke's \$7 gazillion **advertising budget** that brings about a 1% change in market share.

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N

Other



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L

Call it a pilot, feasibility study or something along those lines and tell them that an evaluation is inappropriate.

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N

Other



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N

Other



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