

# Samples of Consultations

## Guided Process on Evaluation Plan for Health Communication Campaign

### Challenge

Help Parent Action on Drugs (PAD) develop an evaluation plan for a communication campaign on youth marijuana prevention – targeted to youth in Ontario. The primary audience was “secondary school students in Ontario between ages of 15 and 18 (or Grades 10, 11, 12) who are using marijuana regularly, and who may be using it ‘problematically.’” The secondary audience was students in the same grades who are not currently using or who are using marijuana experimentally. The campaign, involving events, teacher training, peer education and other components, was already underway.

We do not have the resources to actually develop tools or products, implement processes, or analyze data. However, we offer training on our evaluation, planning, policy, health communication, and sustainability models. We also conduct "guided process" consultations where we help clients apply our models to a particular situation and we are able to comment on drafts and processes.

Sometimes clients do not realize that we are able to connect with them multiple times about a particular project to ensure implementation questions are answered.

### Service received

Clients had one two-hour face-to-face session with a THCU consultant and their project team, which focused on determining the best way to use available evaluation resources: formative, process or outcome evaluation.

### THCU resources/tools provided/discussed

Several of the worksheets from the Introduction to Evaluating Health Promotion Programs workbook

### Actions taken as a result of the consultation

PAD decided to use their resources toward a process evaluation, which would inform changes to be made to the second year of the campaign. They developed a request for proposal to further develop and carry out the process evaluation.

### Lessons learned

PAD learned to prioritize and narrow the scope of their evaluation. PAD also gained enough information to feel that given another similar project, they could proceed on their own. If exploring new territory, however, PAD might ask for another consultation.

### Barriers to taking advice/using the tools

PAD encountered some challenges applying the evaluation model and tools the THCU consultant recommended. They would have liked more "hand-holding."