

An inventory of resources may involve interviews and site visits. It also may include reading the literature or talking with other outreach teams to get an idea of what you will need for your project. You will be looking at resources like staff availability during the project, meeting places, technology centers, events where you can exhibit online resources, and so on.

Audience analysis should be part of each structured activity (e.g., training sessions) you plan. For instance, you might be able learn about health topics of particular interest to each group, so you can tailor your activities to include those topics. You will want to know the level of experience and comfort with computers and the Internet for the

“average” participant in your training session. Of course, you will always have people at varying levels of experience and ability in any group, but you must determine and design for the “average” participant if you are providing some form of structured group training. (See the information about stages of change in the first booklet or in *Measuring the Difference*, pages 28-29. [1])

There is a possibility that you will discover information through your pre-project assessment that may lead to modification of your logic model. After you have completed this pre-assessment, you may find it necessary to make adjustments in either your activities or your expected short- and long-term outcomes.

Step Four

Develop a Process Assessment Plan

Along with outcomes and pre-project assessment, you also need a plan to monitor the degree to which you implemented your outreach plan as well as the quality of your activities and strategies. In other words, you will be monitoring resources, activities and outputs at the beginning, during, and at the end of your project. Keeping track of your project while it takes place is usually referred to as process assessment. It has two purposes:

1. During your project, process assessment allows you to find out early about any fixable problems or challenges in your outreach project and make course corrections.
2. At the end of the project, you will review your process assessment findings to help you and your stakeholders understand why your outreach project worked or did not work.

To assess the degree of implementation, you will want a plan for basic record keeping such as attendance rates at training sessions or visitors to your outreach booth. For quality of implementation, you can collect customer feedback through course evaluations, post-session interviews, or focus groups. Table 5 presents some typical process assessment questions and methods for addressing them.

Conducting your outreach activities will be a learning experience. Your process assessment may lead you to adjust your strategies or your expected results. Do not be afraid to re-assess your logic model and revise it mid-way through the project. However, keep track of earlier versions of the logic model; seeing how it changes can be part of the process assessment.

Including Evaluation in Outreach Project Planning

Planning and Evaluating Health Information Outreach Projects, Booklet 2
 Outreach Evaluation Resource Center
 National Network of Libraries of Medicine, National Library of Medicine, 2006 [reprinted 2008]

Table 5: Process Assessment

Question	Methods
How closely has the project been implemented according to the plan?	<ul style="list-style-type: none"> • Number of training sessions completed • Attendance counts at training sessions • Number of visitors to an exhibit • Number of brochures or promotional items distributed
How well has the project been implemented?	<ul style="list-style-type: none"> • Brief post-session evaluations completed by training participants • Interviews with trainers • Interviews with activity staff
What barriers were encountered?	<ul style="list-style-type: none"> • Interviews with trainers • Interviews with managers or activity directors of agencies that host training • Interviews with participants

Take Home Messages

Including Evaluation in Outreach Project Planning

Evaluation must be incorporated into your overall health information outreach plan—before the project begins, while it is going on, and at the end. Your logic model will provide the evaluation plan framework for the pre-project, process, and outcome assessment. If integrated into the project plan, evaluation becomes more meaningful and useful both to the outreach team and stakeholders. The steps for planning a project with an integrated evaluation plan are the following:

1. Develop a logic model with participation from a diverse group of stakeholders.
2. Write measureable objectives based on the short-term and long-term outcomes columns from the logic model.
3. Develop a reasonable data collection and analysis plan for outcomes evaluation based on your measureable objectives.
4. Design a pre-project assessment to assist with project planning.
5. Develop a process assessment plan to monitor the degree and quality of implementation of your plan.
6. Think of the logic model as a flexible document. Revisit and revise it often as your project develops, but keep track of earlier versions so that you can see what has changed.