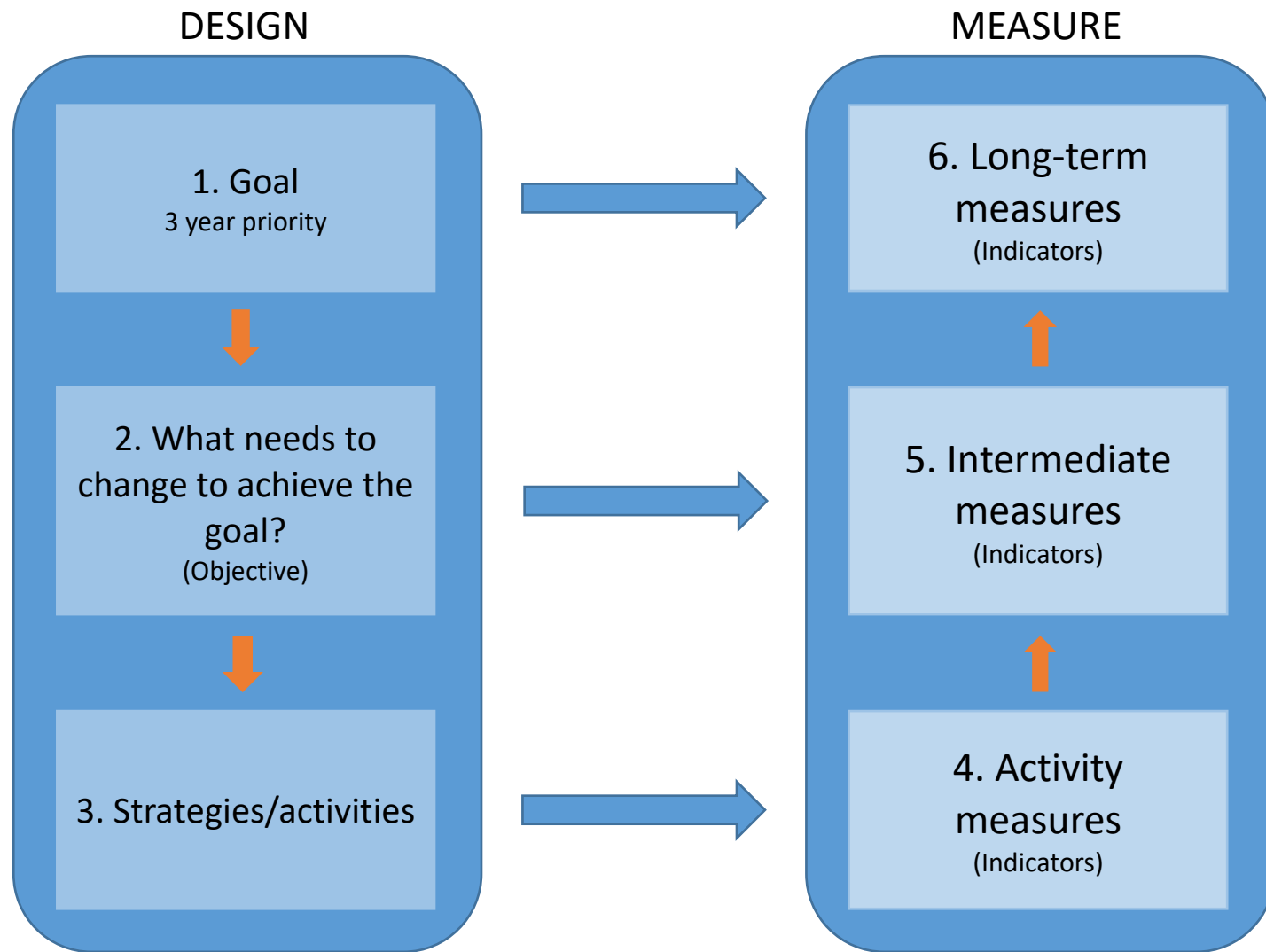


PLANNING FOR EVALUATION FLOWCHART



PLANNING FOR EVALUATION-Design Phase

<p>1. Goals</p> <ul style="list-style-type: none"> • Behaviour – the actions of individuals, groups or communities • Environment – social, physical or economic factors beyond the individuals control
<p>2. Objectives</p> <p><i>Behaviour</i></p> <ul style="list-style-type: none"> • Individual – knowledge attitudes, beliefs, skills and values • Influential people – attitudes and behaviours – support, approval or modelling <p><i>Environment</i></p> <ul style="list-style-type: none"> • Public conversations and debate • Organisational actions – provision of resources, programs, services, processes • Policy, regulation
<p>3. Strategies</p> <ul style="list-style-type: none"> • What has worked to address these same objectives before? • What can be translated from projects that have worked in similar situations? • What are the organisational, political and administrative constraints?

PLANNING FOR EVALUATION-Measure Phase

<p>1. Goals</p> <ul style="list-style-type: none"> • Behaviour • Environment 	<p>6. Long-term measures</p> <p>Achievement of project goal</p> <ul style="list-style-type: none"> • Change in targeted behavioural factors • Change in targeted environmental factors
<p>2. Objectives</p> <ul style="list-style-type: none"> • Individual and Influentials • resources • Policy, regulation 	<p>5. Intermediate measures</p> <p>Achievement of project objectives</p> <ul style="list-style-type: none"> • Change in knowledge, attitudes, beliefs, skills • Change in resource availability or affordability • Change in policy, practice, regulation
<p>3. Strategies/activities</p> <ul style="list-style-type: none"> • Actions • Deliverables 	<p>4. Activity measures</p> <ul style="list-style-type: none"> • Delivery • Reach • Exposure • Facilitators and barriers • Level of satisfaction