



## Quick Tips 24

# Quick Tips

## Six Steps to Take for Easier Follow-Up Evaluations – Before You Teach Your Program

- 1. Design your program with specific learning objectives in mind.**
  - Create your curriculum with specific learning objectives and intended results. It simplifies your teaching, facilitation and outcome measurement. It also helps you be better able to explain the purpose of your program.
- 2. Decide how to measure knowledge, attitude and behavior outcomes before you present your program.**
  - Know what your stakeholders consider credible evidence of effective programming. Use measures that help you gather that information.
  - Narrowing your focus to one or two important outcomes helps you put your teaching and evaluation energy in the right places.
- 3. Design evaluation instruments that help you gather data about one or two important outcomes.**
  - Measure these indicators before you teach your program – and after. Keep your questions and measures consistent so you can make accurate comparisons.
- 4. Put the date you intend to contact your participants for the follow-up on your calendar now.**
  - Think about how much time should elapse before you contact your participants about potential changes they have made or ways that they have used what they learned in your program.
- 5. Ask your participants how they prefer to be contacted.**
  - Also, ask them when they prefer contact. Keep track of how you can get in touch with them. Get their home address, home phone, e-mail and work phone and addresses, if applicable.
  - If your participants do not have postal addresses or phone service, ask them how to get in touch with them in person.
- 6. Use a mixture of methods that help you increase your response rate.**
  - See Quick Tips 1 and 2.