Evaluating the Effectiveness of Public Health Communications Campaigns – Part II

Are our communications campaigns effective?

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Background

NACCHO, working with partners ASTHO and NPHIC, identified activities designed to help strengthen the U.S. public health system by providing communications technical- and capacity-building assistance. The responses on NACCHO's needs assessment indicated that communications training was a preference among LHD PIOs. This webinar series is designed for a range of levels, and our hope is that everyone can take something valuable away from each.

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- Works with nonprofits in the health and education space

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Objectives

By the end of the two webinars, we hope you will be able to:

o Create a communications campaign that, from the outset, provides you with a plan to measure its success

o Know the range of tools that can be used in a communications campaign

o Understand how to analyze the reach and effectiveness of your communications, and know the different tools that are available for you to measure the impacts, and what information can be gathered from each

o Ensure you are using the analysis of current campaigns to inform future campaigns and grow your chances for success

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Measuring Process Effectiveness

To determine your communications campaign's effectiveness, you want to measure the effectiveness of the different components of the communications campaign and look at what was accomplished for each.

Media Monitoring/Tracking

What It Is:

- Monitoring print, television, and radio coverage of issues generated by your campaign efforts and coverage that occurs on the topic independently from your campaign efforts

Why It's Important:

- Determine the impact of your media activities and whether changes are needed
- Identify reporters and outlets interested in your issue
- Identify and take steps to correct misstatements and errors

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Media Monitoring/Tracking

Quantity

- How many stories?

- How much time?

- What is the audience size?
    - Estimated readership of newspaper
    - Estimated viewership of TV network
    - Estimated listeners of radio station

- What types of stories?
    - News? Editorial? Op-Ed? Letter to Editor?

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Media Monitoring/Tracking

Quality

- Is it accurate?

- Is it positive or negative?

- What are the demographics of the audience?

- Where is the story located in the paper? (prominence)

Social Media Tracking

- **Use Google Analytics:** a piece of code is added to the HTML script of each page which then starts collecting information about a website

- **Use targeting and analytics on social media platforms**
  - Facebook: Track number of followers/likes/shares
  - Twitter: Monitor mentions through hashtags
  - You Tube: Track number of views

- **Website Monitoring:** Track number of daily or monthly visitors and page views

- **Email Lists:** How many people opened your email?

- **Blogs:** Track number of subscribers, page views, and comments left by visitors

Social Media Analytics

"SEE" METRICS

\# of followers,
\# of subscribers,
\# of page views

"SAY" METRICS

\# of re-tweets,
\# of likes,
\# of forwarded emails

"FEEL" METRICS

Reposts or blogs with a viewers' personalized comments

"DO" METRICS

Actions taken because of social media interactions

Other Quantitative Measures

- Number of press events held – press conferences, media briefings, ed board appearances, news show bookings

- Types and number of campaign materials disseminated

- Number of contacts with targets

- How many press calls did you get?
  - Who were they from? e.g., health reporters, local reporters, broader press coverage

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Barriers to Effective Evaluation

Barrier to Evaluation	Steps to Overcome Challenges
Limited funds	Including an evaluation as part of your work can save you money by making your current, and future, campaigns more cost-effective. Be creative in evaluation tactics.
Limited staff time/expertise	Determine whether to use an external evaluator or whether you can make it a part of the work your staff is already doing (e.g., asking survey questions when receiving incoming calls). Use stakeholders and partners.
Limited time of campaign	Perform your evaluation throughout the campaign – do not leave it to the end.

Barriers to Effective Evaluation

Barrier to Evaluation	Steps to Overcome Challenges
Lack of clear campaign objectives	• Make sure to set your objectives at the outset of the campaign.
Difficult to collect data	• Use a variety of collection tools. • Use culturally competent evaluation tools and tactics.
Difficulty in isolating campaign efforts	• Use evidence based methodology to isolate your questions.
Too risky	• Frame your results. • Be forward-thinking.

Next Steps: Using your Evaluation

Before you conduct your evaluation, think about the ways it will be used, so that you can incorporate that into your planning.

- Produce an evaluation report

- Share accomplishments with current and potential funders

- Include successes in your annual report

- Use it to demonstrate to other stakeholders that your program is effective, based on evidence

- Incorporate learnings into future communications campaigns

Recap

Key Points:

- Evaluation should not be an afterthought.

- Set clear goals and outcomes to measure, with baseline pre-campaign data.

- Evaluate both the success of the campaign as well as the success of the different communications tools used.

- Put your evaluation to use for your organization's success.

NACCHO Communications Webinar Series – One More Hour-Long Session!

June 18 at 3:30pm ET   Tools for Telling Your
                        Public Health Story

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