

Outcome Evaluation

SAMPLE OUTCOME EVALUATION QUESTIONS

- 1) Did the media strategy affect perceptions, attitudes, norms, and/or behaviors about alcohol, tobacco, and other drug use in the community?
- 2) Did the media strategy result in more consistent enforcement of or compliance with alcohol, tobacco, and other drug laws and ordinances?
- 3) Did the media strategy result in greater awareness of alcohol, tobacco, and other drug laws and ordinances?
- 4) Did alcohol, tobacco, and other drug use rates change in the target population?
- 5) What are the factors that enhance and inhibit efforts to make enforcement of tobacco and alcohol laws consistent?
- 6) Was there a change in the alcohol, tobacco, or other drug consequences in the target population?
- 7) How well did we do?