

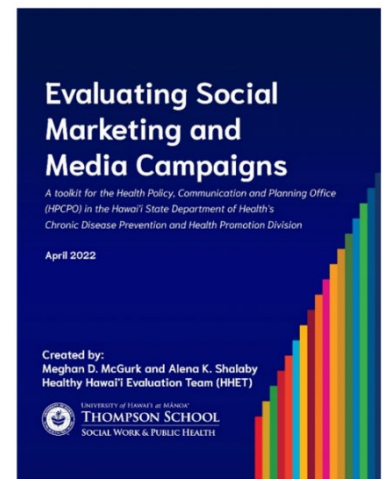


Tools to Evaluate the Health Policy, Communication, and Planning Office's (HPCPO) Media and Social Marketing Campaigns

The Healthy Hawai'i Evaluation Team (HHET) created materials that will assist the Hawai'i Department of Health (DOH) Chronic Disease Prevention and Health Promotion Division's (CDPHPD) HPCPO in evaluating their media campaigns. HHET created two deliverables: a toolkit with guidance on evaluating media campaigns and a media metric dashboard which allows HPCPO to visually monitor the impact of their campaigns on key media metrics. These materials established best practices for evaluating media and social marketing campaigns and provide tools for future campaign evaluations.

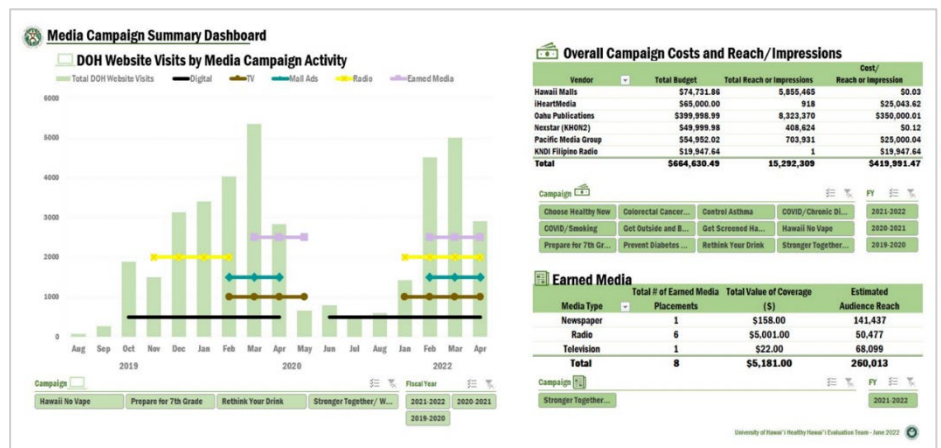
Toolkit

HHET's toolkit, *Evaluating Social Marketing and Media Campaigns*, was guided by the National Cancer Institute's Pink Book and the Center for Disease Control's Tobacco Guide. The toolkit contains extensive literature reviews on public health media and social marketing campaigns and commonly used behavior change theories in the programmatic areas of focus for the CDPHPD. The toolkit is divided into four specific sections aimed at creating a successful, evaluable campaign: 1) a general overview of media campaign evaluations, 2) resources to assist in planning an evaluable campaign, 3) tools to plan and execute a media campaign evaluation, and 4) an appendix with additional resources. The toolkit also contains form-fillable sheets used for collaborative planning and archival purposes, which allows the HPCPO to continuously monitor their campaign's successes and revise in areas of growth.



Media Metric Dashboard

The media metric dashboard visualizes key metrics for digital media, TV, Radio, and Mail Ad, as well as summary metrics on the overall reach, cost, and impact of HPCPO media campaigns. The dashboard enables HPCPO to quickly look at the impacts of individual campaigns or compare campaigns over time. The metrics displayed in the dashboard follow the recommended metrics for media campaigns that were highlighted in toolkit. They also include metrics that HPCPO has historically received from their vendors and used to evaluate their campaigns.



Contact

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