

D5.6 Report Template Checklist

Section #	Report Template Section Title	Overview of Section Content	Completed
	Template Instructions (pages ii & iii)	This section provides instructions for using the template and should be deleted before finalizing report.	
	Report Template Information (page iv)	This section provides information about who developed the report template and should be deleted before finalizing	
	Public Information/Authors and Contact Information	This section provides information about the author(s) of the report as well as a weblink to where the final report can be accessed by the public.	
	Table of Contents	This section should be updated before finalizing report.	
1	Executive Summary	After the report is complete, develop a brief non-technical summary about the project.	
2	Behavior Change Campaign	Section 2.0 focuses only on information about the campaign.	
2.1	Behavior Change Campaign Background	Describe the behavior change campaign, where the campaign was implemented, and who was responsible for developing and/or implementing the campaign. <i>Reference Chapter 2 of the Evaluation Guidance Manual for more information about Community Based Social Marketing and Social Marketing approaches.</i>	
2.2	Target Audience	Describe the audience that the campaign was designed to target including who the target audience is and how the audience was selected.	
2.3	Target Behavior and BMPs	Describe the target behavior that the behavior change campaign aims to have the target audience adopt and the BMP that was implemented to effect behavior change.	
2.4	Behavior Change Campaign Strategy	Describe how the behavior change campaign was developed and what materials were used to advertise the campaign.	
3	Evaluation Plan Overview	Section 3.0 focuses on information about the evaluation.	
3.1	Evaluation Goals and Description	Describe the goal(s) for the behavior change campaign evaluation and how the goals were accomplished.	
3.2	Evaluation Location(s) and Target Population	Describe the locations where the evaluation was conducted (test site and if applicable, control sites), what the demographics of the target population were, and why the target population was selected for the evaluation. <i>Reference Chapter 3 of the Evaluation Guidance Manual for information about selecting a sample size.</i>	
3.3	Key Project Members: Roles and Responsibilities	Identify key team members of the project team, decision-makers, and/or stakeholders.	
3.4	Evaluation Schedule and Budget	Provide a schedule of when the evaluation tasks occurred along with the evaluation budget	
4	Evaluation Methods	Describe the data collected, the instruments used to collect data, and the methods used to evaluate changes in the target audiences understanding and adoption of the target behavior. <i>Chapters 4, 5, and 6 of the Evaluation Guidance Manual provide guidance for conducting the evaluation.</i>	
4.1	Data Overview	Describe what data was collected to meet the study objectives such as: type of data including whether the data was pre, post, or control, source of data, frequency of collection, number of samples collected, location of sampling,	
4.2	Instruments Used to Measure Change	Describe the different instrument(s) that were used during the evaluation to measure change, including how they were designed, validated, and the process during which they were used.	
4.2.1	Instrument Design	Describe how each instrument was designed.	
4.2.2	Instrument Validation	Describe the process that was employed to validate the instruments	
4.2.3	Data Collection Protocol	Define the procedures used to collect the various types of data collected from each instrument.	
4.3	Data Analysis Methods	Describe the process and methods that were used to analyze the data and address the campaign goals outlined in	
4.3.1	Qualitative Data Analysis Methods	Describe the process and methods that will be used to analyze qualitative data.	
4.3.2	Quantitative Data Analysis Methods	Describe the data analysis method(s) used for all types of quantitative data.	

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4.3.3	Hypothesis Testing	If hypothesis testing was conducted, describe the testing method here.	
5	Results & Discussion	Section 5.0 describes the results from the analysis, whether the behavior change campaign was effective, as well as any challenges that occurred during the study that may have affected the results.	
5.1	Changes to Understanding and Adoption of Target Behavior	Describe whether there was a change in understanding and adoption of the target behavior.	
5.2	Challenges Identified During the Evaluation	Describe what challenges may have impacted the evaluation and what steps could be taken in the future to reduce the impact of these challenges.	
6	Future Action Recommendations	Describe the future action recommendations based on the results of the evaluation	
7	Glossary	This section the definition of key terms that are relevant to developing the report and should be updated before finalizing report.	
8	References	This section includes references relevant to developing the report template and should be replaced with reference relevant to the evaluation that is the focus of the final report.	
9	Appendices	It is optional to include raw data and other supporting documents (e.g., campaign materials and instruments used to evaluate change) in the report appendix however, this information should be available upon request. If these items are included in the report, the Appendix sections noted are suggested for including the information.	
9.1	Evaluation Schedule		
9.2	Campaign Materials		
9.3	Instruments		
9.4	Raw Data		