

# EXAMPLE — SMOKE-FREE WORKSITE DATA COLLECTION PLAN

Based on the description of the smoke-free (SF) worksite policy change initiative as depicted in the program logic model, the following data collection plan lays out key evaluation questions and possible data collection strategies.

KEY QUESTIONS WHAT DO YOU WANT TO KNOW?	INDICATORS (EVIDENCE) HOW WILL YOU KNOW IT?	SOURCES (SAMPLES) WHO WILL HAVE THIS INFORMATION?	METHODS HOW WILL YOU GATHER THE INFORMATION?	SCHEDULE WHEN WILL THE INFORMATION BE COLLECTED?
<b>INPUTS</b>				
1. Were resources sufficient and provided in timely fashion as needed to implement the policy campaign?	a) amount of campaign budget; staff b) # of council members who are supportive c) position of media towards SF-policy	Coalition coordinator Partners Contacts	Log that tracks resource investments: who provides what and when	Ongoing
<b>OUTPUTS</b>				
2. To what extent has a SF worksite campaign been planned and conducted?	a) #, type activities conducted b) field organizer hired; plan of work c) positive assessment by experts	Coalition coordinator Smoke-Free WI, American Cancer Soc., field organizer Coalition coordinator Youth participants	<ul style="list-style-type: none"> <li>Document review</li> <li>Interview</li> <li>Interviews</li> </ul>	Within first quarter of campaign and one month after close of campaign
3. To what extent have youth been involved in the campaign?	a) # youth participating in campaign activities b) type of activities youth engaged in	Coalition coordinator, field reps	<ul style="list-style-type: none"> <li>Log that tracks participation</li> </ul>	Ongoing
4. To what extent does the campaign integrate the promotion of cessation resources?	a) Number of activities completed that promote cessation	Coalition coordinator	<ul style="list-style-type: none"> <li>Tracking log</li> </ul>	

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<b>OUTCOMES</b>				
5. To what extent have community member activists increased their skills in SF public policy change?	a) #, % of individuals (activists) who have been involved in one or more campaign activities and who report increased skill	Community members involved in [title of campaign]	Community activist survey	Within 14 days after close of campaign
6. To what extent are there demonstrations of public support for SF worksite public policies?	a) #, % organizations/individuals publicly endorsing policy change b) # articles/editorials supporting campaign c) #, % doctors signing on to Doctor's campaign d) # homes with yard signs e) % homes displaying window stickers	Community organizations Newspapers/ publications Doctors	Logs Observations	One week before vote
7. Was a SF worksite public policy passed? What else happened instead of — or in addition to — the SF Worksite public policy?	a) Copy of policy document b) Reports of process; other change	Key informants Transcripts of council meetings Press Municipal clerks	Document review Key informant interviews Survey to municipal clerks	Three months after vote on the policy
8. To what extent has the worksite SF public policy been implemented by worksites?	a) #, % worksites that adhere to policy as written	Key informants at worksites	Phone interview	6 months after policy was enacted; yearly thereafter

