

Evaluating the Progress of the Campaign

Evaluating the campaign should be an integral part of the campaign planning process. An organized, measurement-oriented evaluation process becomes a valuable assessment tool for the continuation and expansion of communication efforts.

Measurements will vary, depending on the communication vehicles employed throughout the campaign. Some standard measurement practices include:

Advertising	Thousands reached in target audience Frequency of messages received by target audience Cost per thousand for an efficiency factor
Public Relations	Thousands reached through circulation of publications Thousands reached by estimated broadcast audience for the time frame of a certain airing Advertising equivalency value (it would have cost \$xx.xx to have paid for an ad the equivalent size and placement of an article) Number of people in a direct audience at an event or speech Number of people who call a published 800# Number of people who request a brochure Number of people who ask a retailer a specified question given out in a campaign message
Direct Mail	Thousands reached through direct mail list Number of people who request publication or respond to survey
Promotions	Number of people requesting premium items Number of brochures taken from retail racks Number of flyers distributed at a retail event
Internal Communications	Number of employees volunteering for spokesperson training Poll of managers on morale

These measurement techniques are not as qualitative as those that gauge consumer actions and attitudes before and after the outreach effort. However, publicly-funded campaigns rarely have the budgets to conduct extensive surveys. It should also be understood that changing public sentiments and habits requires a long period of time and repetitive efforts.

Bottom line measurable signs of success for a POTW public education campaign might include:

- A decrease in the percentage of toxins in water after the campaign compared to before a campaign.
- An increase in public awareness as determined through pre- and post-campaign consumer attitude surveys.



Assuming no professional, large-scale measurement survey can be commissioned, a POTW can conduct its own survey as a bill insert. By regularly polling its customers, a district can track progress toward its program goals. At the same time, this approach supports the educational element of the outreach campaign. Public awareness increases when consumers are periodically queried about their purchase, use and disposal of pesticides.