Decision Tree for Evaluation Design Options

These are general guidelines that may not apply to some situations.

**Timing**

- **Lower dose program (such as 1-3 sessions or contacts)**
  - Do your ABCDE outcomes address change in awareness, attitudes, or competence at the individual or group level? And, are you using a survey?
    - No → Post-Program Only
    - Yes → Retrospective Post-then-Pre-Test Survey

- **Higher dose program (such as 4+ sessions or contacts)**
  - Will you have access to participants after the program is completed? (such as 1 month to 1 year later) And, do you have the resources to contact them (in person or by phone/email/mail)?
    - No → Pre & Post-Program
    - Yes → Pre & Post-Program with Additional Follow-up

**Comparison Group**

- **Do you have the ability to assign individuals or groups to get a program/service or to not get the program/service?**
  - No → Less Rigorous
  - Yes → More Rigorous

  **Yes**
  - Wow! You can do an Randomized Experiment or a Quasi-Experiment. Get help from a consultant or academic, and be cautious about human subjects protections (ethics)
  - No → Less Rigorous
  - Yes → More Rigorous

  **No**
  - Look for other sources of comparison data, such as US or state-level results
  - If ethical and logistically possible, invite these non-participants to be in a comparison group