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 → **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 → Retrospective Post-then-Pre-Test Survey
        - Yes → Pre & Post-Program
          - Less Rigorous: Pre & Post-Program with Additional Follow-up
          - More Rigorous: 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
  - Yes → Are there any sources of individuals who are very similar to your program participants, but are not in your program? (such as participants from other organizations, or students from other schools; or applicants to your program who decide not to participate yet or are on a waiting list)
    - No → Less Rigorous: Look for other sources of comparison data, such as US or state-level results
    - Yes → More Rigorous: If ethical and logistically possible, invite these non-participants to be in a comparison group

Less Rigorous More Rigorous