

This planning tool will guide how you measure the effectiveness of your communication efforts in meeting objectives.

## Research questions

To what extent have you achieved your objectives or other intermediary steps?

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3. 

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4. 

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## Outcome measures

These are short- and mid-term measures that demonstrate progress in meeting objectives and the overall goal. *Examples: Awareness of campaign; message recall; changes in knowledge, beliefs, and behaviors.*

1. 

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2. 

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3. 

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4. 

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**Note:** Measurement of outcomes, all the key research objectives defined in the design, achieve statistical significance, demonstrate causation.

## Process measures

These measures demonstrate to what extent your efforts are being carried out as intended. These measures are largely driven by your communication channels, content, and formats. *Examples: # of advertisements, # of website visits, social media shares, # of mentions in media*

1. 

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2. 

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3. 

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4. 

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**Note:** Process measures don't demonstrate how well objectives, behavior, or attitude change, and are not necessarily achieved objectives. You can make corrections and implement mid-course based on how you learn from process measures.

## STUDY DESIGN AND METHODS

- Intercept survey:** One-on-one surveys self-administered or administered by a surveyor, conducted at a site frequented by the audience (e.g. in a medical or other service provider setting)
- Online survey:** Very simple to complex surveys that can make use of free or low-cost platforms such as Survey Monkey.