

## Evaluation Approach Action Plan

**Program Name:** Community Outreach and Engagement (Outreach and Public Awareness Campaigns)

**Evaluation question:** *Do people with MH issues experience reduced stigma and increased help seeking?*

**Short-term outcome (indicator):** *Increased utilization of services among persons with mental health issues*

Evaluation Component	Evaluation Activities and Resource Needs
<b>WHY?</b>	
<b>Potential data usage</b> (e.g., performance monitoring, program quality improvement, grantee reports)	
<b>WHAT?</b>	
<b>Potential data source(s)</b> (e.g., records extract, event tracking survey, interview, standardized assessment)	
<b>Potential measure or tool</b> (e.g., standard tool or customized/developed tool)	
<b>WHO?</b>	
<b>Data respondents</b> (e.g., all or sample of program participants, family members, program staff)	
<b>HOW?</b>	
<b>Data collection method</b> (e.g., trained administrators and data collectors, service providers, program administrators)	
<b>WHEN?</b>	
<b>Data collection interval(s)</b> (e.g., single point at closure, pre/post at entry and closure, repeated measures at intervals)	
<b>Data submission/management</b> (e.g., secure data transfer, quality monitoring, submission timeline)	
<b>SO WHAT?</b>	
<b>Data analysis methods</b> (e.g., quantitative and/or qualitative data summary methods, comparisons to benchmarks)	