

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