

DESIGNING AND EVALUATING COMMUNICATION PROGRAMS

QUIZ

Many of our public health interventions rely on communication messages and communicative relationships to achieve change objectives. In the Center for Health Dissemination and Implementation Research we have learned that careful planning and forethought can pay dividends in the achievement of intended objectives.

Here are a few questions to stimulate your thinking about health communication programs, their design, and the evaluation.

1. Most communication programs, both big and small efforts, suffer from “low treatment salience” of the intervention in relation to its target audience.
 - A. true.
 - B. false.

2. Most communication programs do not have written goals, objectives, and activities.
 - A. true.
 - B. false.

3. Most communication programs are designed based on the personal experiences and anecdotal information of the people who carry out the program (program staff).
 - A. true.
 - B. false.

4. Most communication programs are systematically evaluated.
 - A. true.
 - B. false.

5. In the process of developing relationships and collecting data, most evaluators (and their evaluation protocols) are perceived as helpful and empowering rather than threatening and bothersome by program staff.
 - A. true.
 - B. false.

6. Rank-order the difficulty of changing the following outcomes (with 1=most difficult):
- _____ Values (prescriptive or proscriptive beliefs)
 - _____ Social norms
 - _____ Behaviors
 - _____ Attitudes (opinions or evaluative beliefs)
 - _____ Beliefs (descriptive or existential beliefs)
 - _____ Knowledge (information)
7. The reasons why communication programs fail have been categorized as:
- A. formative, implementation, and outcome barriers.
 - B. barriers to the establishment of validity, reliability, and generalizability.
 - C. psychological, sociological, and physical barriers.
8. Our information environment – the plethora of messages we are subjected to daily – is a critical reason why communication programs fail. Our interventions “compete” with many other messages that encourage a wide range of attitudes and behaviors. What is a way in which you, as an advisor to program planners, can strategize to use the ongoing, naturally occurring information environment of your intended target audiences to achieve program goals?
9. Communication programs that seek to change existing attitudes of target audience members tend to be more effective than programs that have the objective of redirecting or “reassociating” existing attitudes.
- A. true.
 - B. false.
10. Most communication programs are targeted at achieving institutional, organizational, or policy-level change rather than individual-level change.
- A. true.
 - B. false.
11. Most of the time, evaluators are brought in to design and conduct evaluations after programs have been implemented.
- A. true.
 - B. false.

1=A; 2=A; 3=A; 4=B; 5=B; 6=(in descending order of difficulty) values, social norms, behaviors, attitudes, beliefs, knowledge; 7=C; 8=multiple answers, but two correct answers are (a) to wait until the information environment is characterized by mutually

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reinforcing messages, or (b) frame intervention messages such that they are consonant with current other messages/popular issues; 9=B; 10=B; 11=A.