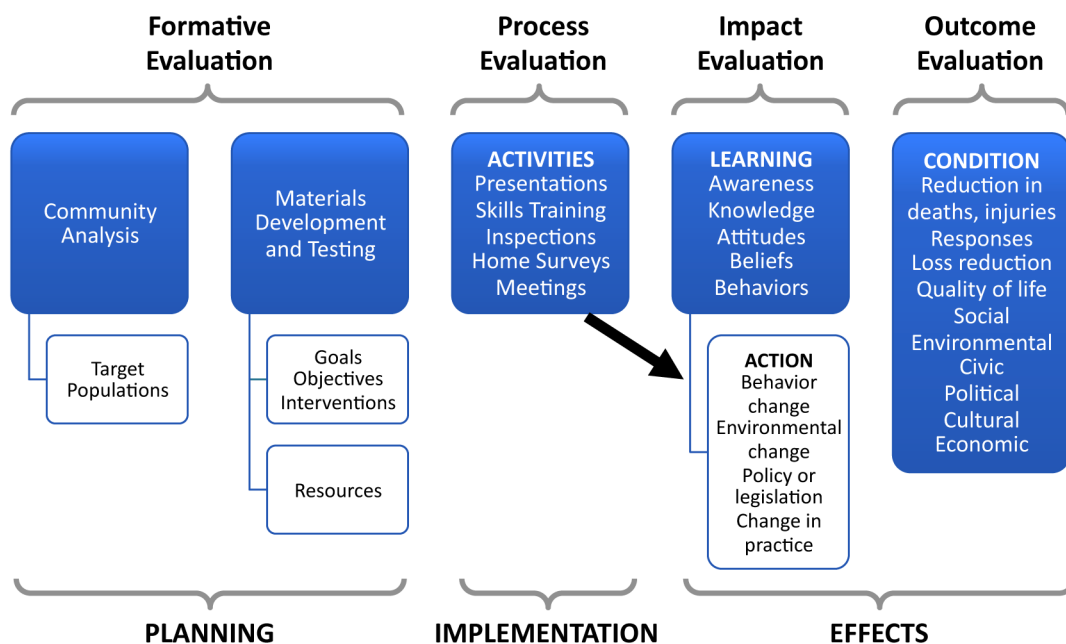




# Be a Hero Save a Hero<sup>SM</sup>

## Program Planning and Evaluation Framework



## Evaluation Measure for Community Risk Reduction

Feature Measure	Type of Evaluation	Examples of Evaluation Measures	Instruments and Methods to Measure Change
1. End result	Outcome	Number of deaths, injuries, dollar loss, number of calls Saves attributed to program	Injury/Loss statistics Anecdotes*
2. Public policy	Impact	Passage of legislation ordinances, and codes	Legislation
3. Behavior	Impact	Percent of children wearing helmets Percent of homes conducting home safety checks Children who can do stop, drop, and roll	Observational survey Questionnaire Skill testing
4. Environment	Impact	Percent of chimneys cleaned annually	Home visit
5. Knowledge	Impact	Percent of public that knows how to extinguish a grease fire	Pretest/Posttest Self-report survey
6. Extent of program	Process	Percent of public receiving prevention materials	Estimating number of people attending presentations Counting, attendance sheets
7. Appeal and usage	Formative	Percentage of teachers who think materials meet State objectives and use them	Pilot testing of forms, questionnaire, personal interviews, focus groups
8. Institutional change	Formative	Introduction of safety curriculum Funding for programs Forming/Joining coalition	Letter of agreement, adoption of curriculum Budget Minutes of meeting