Research, Monitoring, and Evaluating VAW Social Marketing Campaigns
Summary Chart

This is a guide for researching, monitoring, and evaluating VAW social marketing campaigns. It helps to answer five key questions: **What** will be researched, monitored, and evaluated? **Why** is this measurement important? **How** will the measurements be conducted? **When** during the campaign will the measurements be conducted? **How** much will the measurements cost? This guide was adapted from Lee, N.R. & Kotler, P. (2011). Social Marketing Influencing Behaviors for Good (Fourth Edition). SAGE Publications.

	WHAT	WHY	HOW
PHASE 1: Developing the campaign – FORMATIVE RESEARCH	Overarching issue	♦ Rationalize campaign development ♦ Obtain baseline knowledge of issue ♦ Identify changes community would endorse ♦ Identify target audience(s)	▪ Literature review ▪ Population-based surveys ▪ Focus groups ▪ Interviews with stakeholders
	Target audience	♦ Identify current attitudes/behaviours of audience including ones that compete with the attitudes/behaviours promoted by the campaign ♦ Identify real or perceived reasons audience may feel attitude/behaviour change is not possible (barriers) ♦ Identify real or perceived gains audience would experience if engage in attitude/behaviour change (benefits) ♦ Identify other influences on audience (e.g., family, social networks, entertainment industry)	▪ Surveys ▪ Focus groups ▪ Personal interviews
	Organization & community	♦ Identify strengths & weaknesses of organization responsible for campaign (e.g., funding, current partners, reputation, campaign delivery capabilities) ♦ Identify opportunities in the community to take advantage of (e.g., new policies, strong anti-violence neighbourhood) ♦ Identify & prepare for potential threats in the community that may influence campaign objectives (e.g., media, laws and policies)	▪ Evaluation measures of structure, processes & outcomes ▪ Interviews with stakeholders ▪ Surveys ▪ Focus groups ▪ Environmental scan
	Campaign message & objectives	♦ Determine effectiveness in promoting change (e.g., relatable, understandable, accessible, doable) ♦ Prevent unintended negative consequences on audience(s) (e.g., survivors and children) ♦ Allow for adjustment prior to finalizing promotion strategy	▪ Pretests ▪ Surveys ▪ Focus groups ▪ Personal interviews

PHASE 2: Implementing the campaign – MONITORING

WHAT	WHY	HOW
Campaign progress	♦ Determine if campaign objectives are being met ♦ Determine if message & associated services are continuing to be effective ♦ Measure target audience's changes & satisfaction throughout ♦ Allow for adjustments if required (e.g., message, message dissemination)	▪ Posttests ▪ Surveys ▪ Focus groups ▪ Satisfaction scales ▪ Interviews with stakeholders
Organization	♦ Assure organization performing efficiently & effectively ♦ Confirm associated services continue to be available & accessible ♦ Determine staff's satisfaction with campaign progress	▪ Focus groups ▪ Surveys ▪ Satisfaction scales ▪ Interviews with stakeholders ▪ Evaluation measures of structure, processes & outcomes

PHASE 3: EVALUATION OF CAMPAIGN

WHAT	WHY	HOW
Outputs: measures that quantify campaign activities (e.g., # of materials created & distributed, # of households who received materials, media coverage)	♦ Measure & describe exposure and reach of campaign	▪ Surveys ▪ Focus groups ▪ Personal interviews ▪ Tracking measures
Outcomes: measures of target audience's responses to campaign (e.g., % of people who called helpline, increase in awareness of facts, # of times video shared on Facebook)	♦ Determine if campaign was effective in obtaining objectives & inspiring change within target audience ♦ Measure changes in awareness & knowledge ♦ Obtain feedback on what campaign elements were noticed & recalled ♦ Determine satisfaction with services associated with campaign ♦ Identify support networks established in response to campaign including policy changes	▪ Surveys ▪ Focus groups ▪ Control groups ▪ Satisfaction scales ▪ Personal interviews
Impact: measures the effect of the attitude/behaviour changes obtained within target audience on the overarching issue (e.g., # of lives saved, # of injuries avoided, # of crimes prevented)	♦ Determine the success of the effort in addressing the overarching issue & justify the costs involved	▪ Surveys ▪ Control groups ▪ Population-based surveys

Measuring the impact of a campaign on the main issue can be extremely difficult and costly. First, you can only assume, based on your research, that the promoted attitudes/behaviours of the campaign will have an impact. Second, it is uncertain how long it will take for attitude/behaviour changes to show an effect on the issue. Finally, other factors that can influence the issue need to be identified and controlled in order to attribute the impact to the social marketing effort.