



Regional Violence Prevention Coalition Objective and Evaluation Questions Drafting Worksheet

INSTRUCTIONS: The following document can be used as an optional tool to gather the information needed to create comprehensive and detail-oriented objective statements and evaluation questions. An example of how to use this table has been included. Additional guidance on evaluation plans can be found [here](#) and at these respective links for the following components: [evaluation questions](#), [indicators](#), [data collection](#). You can also read about how to determine which evaluation questions should be prioritized over others [here](#).

Should you have any questions, please contact Research and Evaluation Coordinator Nana Sarkodee-Adoo at nsarkodee-adoo@ph.lacounty.gov. You can also sign up for a 1:1 Evaluation Plan Workshopping Session with the OVP RVPC Team [here](#).

Writing Program Objectives and Evaluation Questions			
Objective Statement	<p><i>The Bubba Gump Shrimp Company will increase the number of restaurant guests who order the Shrimp Special by 10% by June 30, 2022. This will be done by showing every guest who visits the restaurant the Shrimp Special Educational Video prior to submitting their meal order.</i></p> <p><i>Activities include:</i></p> <ul style="list-style-type: none"> - <i>Creating, editing, and finalizing Shrimp Special Educational Video</i> - <i>Conducting a recruitment and awareness campaign to encourage guests to come to restaurant</i> - <i>Placing tablets at each restaurant table</i> - <i>Showing each restaurant guest the Shrimp Special Educational Video before ordering</i> - <i>Survey to ask guests whether or not the educational video helped them decide what to order</i> - <i>Keep track of orders to measure growth in shrimp orders</i> 		



Immediate Objective	<i>Increase shrimp sales at Bubba Gump Shrimp Company</i>		
Source of Change (program, intervention, or activity leading to the proposed change)	<i>Shrimp Special Educational Video</i>		
Who will change? (After receiving or experiencing the program)	<i>Restaurant guests in Alabama</i>		
What will change? (e.g. potential indicators) (Changes in knowledge, belief, attitude, or behavior.)	<i># of people who order shrimp</i>		
How will this change?	<i>Increase # of people who order shrimp</i>		
When will it change? (After what specific moment will this change occur?)	<i>After watching the entire Shrimp Special Educational Video. Tablets will be stationed at each table and guests will be required to watch before ordering.</i>		
How much will it change (e.g. expected results)?	<i>Expect that at least 10% more guests will order the shrimp special</i>		
How long will the change last?	<i>Educational Videos will be shown until Forrest stops running on June 30, 2022</i>		
Evaluation Question:	<i>What impact did showing restaurant guests the Shrimp Special Education Video have on shrimp orders at Bubba Gump's Shrimp Company?</i>		
What can you use to measure this change? (e.g. potential data collection methods)	Process: <ul style="list-style-type: none"> - Activity log to record completion of Shrimp Special Education Video - Social media metrics to measure recruitment campaign reach Outcome:		



	<ul style="list-style-type: none">- <i>Participant surveys (after video) to measure knowledge and attitudes towards ordering Shrimp Special</i>- <i>Restaurant order history to measure # of Shrimp Special purchases over time</i>		
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