



# EVALUATION: FORMATIVE RESEARCH

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# Formative Research

## When?

- During the design and development of the campaign

# The Purpose of Formative Research

- To better understand the issue
- To learn more about the primary audience(s) in order to develop effective objectives and messages
- To test proposed messages to ensure they are effective
- To avoid unintended negative consequences
- To identify opportunities or threats that may influence the campaign

“If a campaign budget does not include a sufficient allocation for formative research...we would suggest that such a campaign should not run at all.”

“It is essential that formative research study the effects of proposed campaign messages on women and children experiencing violence.”

(Donovan & Vlasis, 2005)

# Monitoring

## When?

- After launch and before completion

## Purpose:

- To inform whether midcourse corrections are needed to reach goals



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# MEASURING SUCCESS

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# Evaluation

When?

- After the campaign is completed
- May be after each phase of the campaign

Purpose:

- To measure what happened
- To what extent did you reach your goals for changes in knowledge, attitudes, and behaviours
- Did the campaign have an impact



# Evaluation

## Outputs

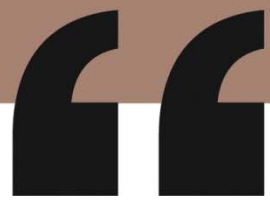
- program activities conducted to influence audience(s) to make the change desired

## Outcomes

- Audience response to the outputs

# Evaluating Impact

- Indicators that show levels of impact on the social issue that was the focus for the effort
- Very difficult to assess:
  - Campaigns are based on an assumption
  - Not clear on how long it takes to show an effect
  - Difficult to attribute change to the social marketing effort (vs. other factors)



# It's not OK campaign



Mass media

Community-led initiatives

Building capacity for communities and champions to lead change



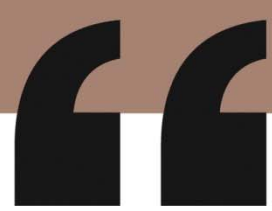
Media advocacy

Social change tools

Communications and resources

Research and evaluation





# Staged approach

## **It's not OK – 2007**

Defining family violence and what is not OK

## **It is OK to ask for help – 2008**

Showing that change is possible and help is available

## **It is OK to help – 2010**

Encouraging friends and family to take action



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**WE'VE ALL GOT A  
ROLE TO PLAY IN  
KEEPING KIDS SAFE  
- IF YOU'RE WORRIED  
DON'T IGNORE IT”**

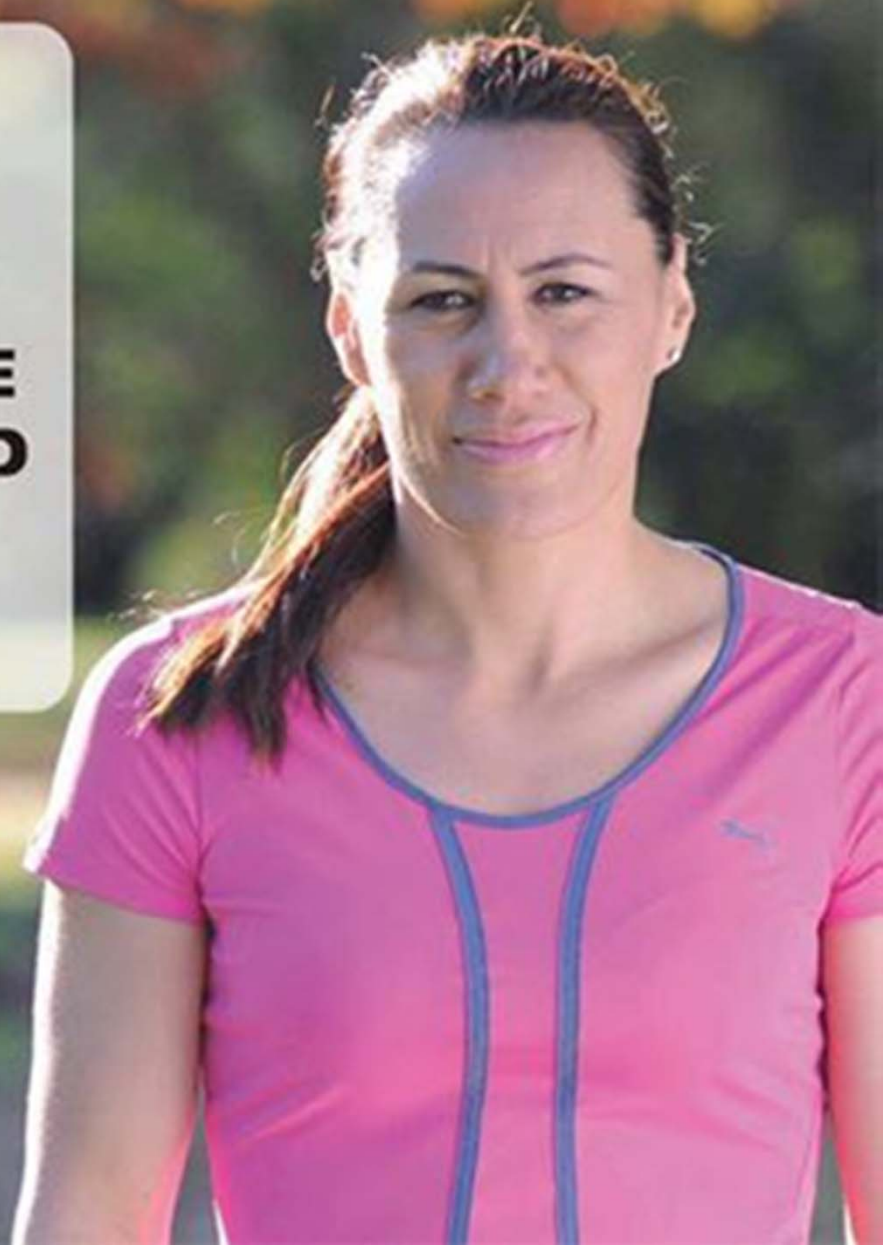
**JENNY MAY COFFIN**

**FAMILY  
VIOLENCE  
IT'S NOT OK**

IT IS  
**OK** TO ASK  
FOR  
HELP

0800 456 450 areyouok.org.nz

 [facebook.com/ItsNotOK](https://www.facebook.com/ItsNotOK)





“  
**PLAYING FAIR  
ON FIELD AND  
OFF FIELD**”

MICHAEL WELLS - TASMAN MAKOS

MOTUEKA FAMILIES **100%**  
**LIVING SAFE** **OK**  
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