



Section 3



SMART Evaluation Forms





Brief Summary Points: SMART About Water Evaluation Forms

100 Trainings Evaluations

1. Registration Form
 - Contact and demographic data
 - Trainees complete at beginning of training session
 - (Registration Form is combined with Training Pre-Assessment below, trainees should complete both)
2. Training Pre-Assessment
 - Stages-of-change data
 - Trainees complete at beginning of training session along with Registration Form
3. Training Post-Assessment
 - Stages-of-change data
 - Trainees complete at end of training session
4. Six-month Follow-up Assessment
 - Stages-of-change data
 - NESC to gather this data from trainees
5. Trainer Evaluation
 - To capture specific strategies used by trainer, perceptions about audience commitment to undertake SWPP, etc.
 - To be completed by trainer after training session

Trailblazer Evaluations

6. Trailblazer Pre-Evaluation
 - Completed by trainer/assistance provider to indicate local conditions at start of Trailblazer process
7. Trailblazer Post-Evaluation
 - Completed by trainer/assistance provider at end of SMART project period, June 2009

SMART About Water Call/Contact Record

8. SMART About Water Call/Contact Record
 - Each organization responsible for capturing customer information
 - Selected data will be used in stage-of-change evaluation
 - Many of these contacts will be referrals to each other's organization





Pre-Assessment

SMART About Water Registration Form and Pre-Assessment

Community Training Session Attendee Information for:

Session Name: _____ conducted by: _____ (Trainer's Name)

Date _____ Location : _____

Instructions: The information being requested on this form will be used to evaluate the effectiveness of the SMART approach for engaging members of a community in voluntary source water protection planning activities. Contact information will be used to document participation and for contacting participants in a six month follow-up evaluation of community progress in source water protection planning activities. Training pre-assessment information will be used to determine the participants' general familiarity with source water protection concepts and related local activities. An evaluation of the information will be made by the National Environmental Services Center (NESC), West Virginia University, Morgantown, West Virginia, phone (800)624-8301. The cooperation of all attendees in providing the requested information is greatly appreciated.

Each participant is requested to fill out this form before beginning the training session and give it to the trainer. Completed forms will be sent by the trainer to:

RCAP, c/o SMART, 1522 K Street NW, Suite 400, Washington, DC 20005

Attendee Information:

Name: _____ Phone Number: () _____

Address: _____ e-mail: _____ fax :() _____

Occupation: _____

1. To what group or audience would you most closely identify yourself? (Check one):

- Elected official
- Licensed community water system operator
- Homeowner/landowner
- Watershed group/association
- Homeowner association
- Septic system installers/service provider
- Special interest/civic group
- Non-community water system/owner operator
- Other _____ (please identify)

2. Name of the community you are representing: _____ State: _____

3. Do you know how many people live in your community? _____ (number)

4. Name of your community public water supply (pws): _____

5. Do you know how many people the pws serves? _____ (number)

6. Would you like to receive free publications on water and wastewater from the Rural Community Assistance Partnership (RCAP) and /or the National Environmental Services Center (NESC)? Yes (circle one org. or both) No

7. Have you attended previous SMART sessions? Yes or No (circle one)



SMART About Water Registration Form and Pre-Assessment (Cont.)

8. How did you hear about this training? _____

9. What do you hope to gain from this training? _____

10. Which of the following best describes your Source Water Protection (SWP) planning activities?
Please circle one answer.
- a. We currently have a SWP plan & have had one for more than 6 months
 - b. We just recently implemented a SWP plan
 - c. We do not have a SWP plan but are trying to put one together in the next month
 - d. We do not have a SWP plan but are trying to put one together in the next 6 months
 - e. We do not have a SWP plan and have no plans on putting one together in the next 6 months
11. If you do not currently have a SWP plan in place, what do you perceive as the biggest obstacle such a plan would face in your area or region? (If you do currently have a SWP plan in place just skip this question)
12. If you do currently have a SWP plan in place, what are/were the biggest obstacles you faced in regards to this plan? (If you do not currently have a SWP plan in place just skip this question)
13. How much do you currently know about your system's Source Water Assessment (e.g. a lot, a little, I helped design it, I have never seen it, etc.)?
14. How much do you think you know about how to design a SWP plan?

4. How much do you currently know about your system's Source Water Assessment (e.g. a lot, a little, I helped design it, I have never seen it, etc.)?

5. How much do you think you know about how to design a Source Water Protection (SWP) Plan?

6. How much do you think you know about strategies intended to obtain community support of a SWP plan?

7. How strong do you believe is the connection between source water protection and wastewater treatment?

8. How readily available are materials and/or resources to assist you in designing and/or implementing a SWP plan?

9. How readily available are volunteer organizations that can assist you in designing and/or implementing a SWP plan?

10. How aware are you that information is available from the National Environmental Services Center and the Rural Community Assistance Partnership?



Trainer Evaluations

SMART About Water, Community Training Session Trainer's Evaluation

Session Name: _____ conducted by _____ (Trainer's Name), Date: _____
Time: ____ (AM/PM), at : _____ (PWS/ Community),
Address: _____.

Instructions: The trainer is requested to provide information on this form for each training session. This, in addition to the information from the "Registration Form and Pre-/Post-assessments," will be used to evaluate the effectiveness of the SMART approach for engaging members of a community in voluntary source water protection planning activities. It is important for the trainer to provide personal observations on issues of identifying and securing participation by local elected officials, operators and the other targeted audiences and on local attitudes and situations that may impact the degree of success of the SMART approach. An evaluation of the information will be made by the National Environmental Services Center (NESC), West Virginia University, Morgantown, West Virginia, 26505 (phone (800)624-8301). As the individual who is actually interfacing with each of the selected communities, your input is critical and your assistance in providing the requested information is greatly appreciated.

Each trainer should fill out one "Trainer's Evaluation" form for each session conducted and as soon as possible after the session is over and while observations and perceptions of the session are still fresh in memory. The trainer's completed evaluation form should be combined with the "Registration Form and Pre-/Post-assessments," from each attendee; copied and copies sent to:

RCAP, c/o SMART, 1522 K Street NW, Suite 400, Washington, DC 20005

Trainer Information:

Name: _____ Phone Number: () _____

Address: _____ e-mail: _____ fax :() _____

_____ RCAP Region and State: _____

QUESTIONS:

- What Group(s) or audience(s) did you attempt to attract to your session: (Check all that apply):
 - _____ Elected official
 - _____ Licensed community water system operator
 - _____ Homeowner/landowner
 - _____ Watershed group/association
 - _____ Homeowner association
 - _____ Septic system installers/service provider
 - _____ Special interest/civic group
 - _____ Non-community water system/owner operator
 - _____ Other _____ (please identify)



2. Which audiences attended and why?

3. What were the obstacles to drawing audiences?

4. Were the participants interested in voluntary community source water protection planning?

5. What reasons were given for their interest or lack of interest?

6. Do you believe the audiences through the training became more knowledgeable about the concepts being promoted by SMART (interrelatedness, resilience, source water protection plan elements, need for contingency plans, volunteer resources, SWAP etc.?) Explain. _____

7. Did the group commit to moving forward with planning activities?

8. Who were the Leaders? _____
9. Was the group aware of any local water issues where it believed that source water protection planning would be beneficial? Explain.

10. How well prepared did you feel you were to present the SMART materials to your audience? Please indicate your recommendations for additional materials and information that you and your audience may have found helpful

11. What did you and your audience like most about the SMART approach?

12. Suggestions for follow-up or continuance? _____



SMART About Water Call/Contact Record

Instructions: This form is to be used by National Environmental Services Center (NESC) and Rural Community Assistance Partnership (RCAP) communications staff to record telephone inquiries or requests for services, products or technical assistance that may reflect increased community source water protection and wastewater management activity due to SMART program initiatives. Communications staff, when talking to callers, should ask if the caller has knowledge of the SMART program, and if so, ask if the call was prompted by SMART. If the caller indicates they are familiar with SMART or the call was prompted by SMART please ask for and record the following information requested, on this form. This form can be attached to other standard request processing forms currently in use. The form(s) should be copied and copies sent to:

RCAP
c/o SMART
1522 K Street NW
Suite 400
Washington, DC 20005

or

NESC
c/o SMART
P.O. Box 6064
Morgantown, WV 26506-6064

Have questions about this form? Contact NESC re: SMART Program (800)624-8301.

Caller Name: _____ Phone: () _____ E-mail: _____
Address: _____ State: _____ Call to: RCAP/NESC (circle)
Date of call: _____ Staff taking the call: _____ Phone :() _____.

Questions:

1. Was the call prompted by the SMART program activities? Yes or No.
2. If the call was due to SMART, specify the activity that prompted the call: (training, media information, word of mouth, etc. _____).when? _____.
3. Was the caller involved in SMART training? Yes or No.
4. Had the caller heard about the SMART training? Yes or No.
5. What group would the caller identify with? Elected official, licensed operator, home/landowner, watershed group, homeowner association, septic installer/maintainer, special interest group, non-community water system (circle one).
6. Does the caller feel that their community would be interested in source water protection planning? Yes or No. Community Name: _____.
7. Other Info: _____

Thanks!



Applying the Stages-of-Change Model to Evaluation of the SMART About Water Program

Keith Weber, Ph.D., Associate Professor, Communication Studies, West Virginia University

The Stages-of-Change-Model (SCM) provides a framework for integrating theories of attitude and behavior change as well as theories on media effects into a coherent form. This model can be useful in the designing of a communication health campaign (Slater, 1999). Prochaska, DiClemente and Norcross (1992) present the SCM model as a way for the campaign designer to integrate different theoretical perspectives. Slater argues that many effects theories compliment each other because their focus of change differs from one another. For example, the Elaboration Likelihood Model (ELM) is clearly a persuasion theory that is concerned with changes in attitudes while the Theory of Reasoned Action (TRA) is more concerned with changes in behavior. Therefore, we can see that the ELM and TRA can be utilized together in an attempt to first influence peoples attitudes and then their behaviors.

The SCM model posits a five stage progression in a campaign for behavioral change. Accordingly, an effective communication campaign needs to address the needs and concerns that are unique to each one of these stages. The first stage in the model is called the Pre-Contemplation stage. Theoretically, individuals in this stage have no awareness of the need to alter their behavior and therefore have no intention of behavior modification. In the second or contemplation stage, people possess the knowledge that a problem exists and are considering action. Preparation is the third stage of the model. In what Slater (1992) has termed the transitional stage, people have the intention of taking part in the behavior, but have not yet adapted it into their repertoire. During the fourth or action stage, people have accomplished some behavior change. Finally, in the fifth stage, the maintenance stage, an individual sustains the new behavior for an undisclosed period of time.

As is obvious from the descriptions above, the SCM framework was developed with ongoing behaviors in mind, such as recovery from addictive behaviors, adopting regular exercise or healthful eating habits. However, the SCM has also illustrated its generalizability to less ritualistic behaviors as it has been applied to other contexts like organ donation, condom use and blood donation. As such, we feel that the SMART About Water Program can utilize a SCM framework from which to view and evaluate its effectiveness. Measurement instruments can be designed in order to determine which stage individuals and community leaders are in. Additionally, it is also possible to determine the amount of change, or movement through the stages, individuals experience from as the SMART About Water Program progresses.