

Evaluating Media Campaigns Selected Readings

- Casswell, S., Gilmore, L., Maguire, V., & Ransom, R. (1989). Changes in public support for alcohol policies following a community-based campaign. *British Journal of Addiction, 84*, 515-522.
(Describes a quasi-experimental design to determine the effectiveness of a public communications campaign.)
- Chasen-Taber, L. & Tabachnick, J. (1999). Evaluation of a child sexual abuse prevention program. *Sexual Abuse: A Journal of Research and Treatment, 11*. 279-292.
(Illustrates a case study of a media campaign aimed at adults for prevention of child sexual abuse.)
- Flay, B.R. (1987). Evaluation of the development, dissemination and effectiveness of mass media health programming. *Health Education Research, 2*, 123-129.
(Describes the process of evaluating media campaigns from beginning to end.)
- Harvard Family Research Project (2002). *The Evaluation Exchange: Public Communication Campaigns and Evaluation*. Retrieved February 10, 2004 from www.gse.harvard.edu/hfrp/pubs/onlinepubs/pcce/index.html
(The entire issue of this periodical is dedicated to public campaign evaluation strategies.)
- Hausman, A.J., Spicak, H., & Prothrow-Stith, D. (1995). Evaluation of a community-based youth violence prevention project. *Journal of Adolescent Health, 17*, 353-359.
(An example of a youth violence prevention campaign evaluation using two neighborhoods in Boston.)
- Lefebvre, R.C., & Rochlin, L. (1997). Social marketing. In K. Glanz, F.M. Lewis, & B.K. Rimer (Eds.) *Health behavior and health education: Theory, research, and practice (2nd edition)* (pp. 384-402). San Francisco: Jossey-Bass.
(Reviews several models of social marketing and examines the research, including two case studies.)
- Lederman, L.C. & Stewart, L.P. (2003). Using focus groups to formulate effective language for health communication messages: A media campaign to raise awareness of domestic violence on a college campus. *Qualitative Research Reports in Communication, 4*, 16-23.
(This paper focuses on the front- end planning phase of the campaign and might be helpful if you are just developing your communication efforts.)
- Lu, B., Zanutto, E., Hornik, R., & Rosenbaum, P.R. (2001). Matching doses in an observational study of a media campaign against drug abuse. *Journal of the American Statistical Association, 96*, 1245-1253.
(Provides a discussion of multivariate matching with doses of treatment for when there are different levels of dosage.)

Rice, R.E. & Atkin, C.K. (Eds.) (2000). *Public communication campaigns*. Thousand Oaks, CA: Sage Publications.

(Most of this book focuses on developing media campaigns, but there is a section on evaluation and measuring success.)

Salmon, C.T. & Jason, J. (1991). A system for evaluating the use of media in CDC's National AIDS Information and Education Program. *Public Health Reports*, 106. 639-646.

(Chronicles the development of a system designed for the evaluation of a national media campaign.)