

Evaluating the Immunization Event

Evaluation is an important component of any immunization event. Especially if you plan to hold additional or similar events in the future, you can learn a lot—and make future events even more successful—by asking “How did we do?” and “What can we do better?”

Guide 1 “**Deciding to Conduct an Immunization Event**” introduced the need to:

- Consider your evaluation techniques *before* the event.
- Implement your evaluation strategies *during* the event.
- Analyze your data *after* the event.



The purpose of this guide is to help you develop an efficient and effective evaluation plan.

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What Do You Want to Evaluate?

Formal analyses of public health programs often include three main types of evaluation¹⁻³:

- Process/implementation evaluation, which determines whether program activities have been implemented as intended.
- Outcome/effectiveness evaluation, which measures program effects in the target population by assessing the improvement in the outcomes or outcome objectives that the program plans to achieve.
- Impact evaluation, which assesses program effectiveness in achieving its ultimate goals.



As you consider how to evaluate your immunization event, you may want to think in simpler terms:

- Did the event happen the way you intended it to happen? If not, why not? What might you have done differently?
- Did the event have the effect you wanted it to have? If not, why not? What might you have done differently?

Evaluating Intention

As you conceive and plan your immunization event, you will develop both stated and unstated intentions. An example of a stated intention is the objective you created in Guide 1 (along the lines of “provide 100 flu vaccinations to seniors at the Main Street Senior Center on Friday, October 12, from 1:00 PM to 5:00 PM”). Unstated intentions may be things such as:

- Promotional efforts for the immunization event will reach the target audience, as evidenced by a robust turnout.
- The location of the immunization event will be convenient for the majority of participants.
- Participants will flow smoothly and logically through the clinic stations, with minimal waiting time.
- Participants will be glad they attended the immunization event.

Use the “Evaluating Intention and Effectiveness” worksheet to consider the intentions you already have for your immunization event.

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Evaluating Effectiveness

In addition to having stated and unstated intentions, you likely have some ideas about the outcome of the immunization event—what you hope it achieves. No doubt you hope that the event improves vaccination coverage in the target population or area. Less obvious effects may be things such as:

- The immunization event attracts participants who otherwise might not have received the vaccine.
- The immunization event has a positive effect on participants' knowledge, attitudes, and beliefs about vaccinations and vaccines.
- The immunization event decreases hospitalizations and mortality associated with vaccine-preventable diseases.³

Use the “Evaluating Intention and Effectiveness” worksheet to think about the desired impact of the immunization event.

How Will You Gather the Information?

Contemplating the intentions and desired effects of the immunization event may have generated a long list of items. It is likely that you will need to zero in on a smaller number of specific measures that make the most sense for your particular circumstances.

One approach to refining the evaluation strategy for your immunization event is to consider the feasibility of gathering relevant data. Specifically:

- Do you have the right sources? In other words, who can provide the information?
- Do you have the means? In other words, are you able to collect the information?

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Sources of Information

Feedback that will help you assess how well you met your intentions for the immunization event will come primarily from people involved in the event. These people may include³:

- Planning team members.
- Immunizers.
- Other healthcare staff (eg, pharmacy technicians, student pharmacists).
- Volunteers.
- Participants.
- Event venue representatives.
- Other stakeholders (eg, local health department, leaders of targeted community group).

Some of the information you need to evaluate the effectiveness of the immunization event also could come from people involved in the event. For example, a simple question on an exit survey questionnaire would allow you to determine how many participants might not have received the vaccine at all if they had not attended the event.

Outside sources will help with evaluating both intentions and effectiveness. If you want to assess news and media coverage of the immunization event, you will need to scan local newspapers, radio programs, websites, etc. to locate items related to the event. That task is relatively simple. In contrast, perhaps you hope to improve vaccination coverage from the current level of 30% to 40%. Data about vaccination coverage would come from the Centers for Disease Control and Prevention (CDC) or state health department, probably many weeks or months after the immunization event. This may or may not represent a viable measure for you.

Ways to Collect Information

Information needed to evaluate the immunization event may be collected formally or informally.

The most common means of formal data collection is a survey. The survey may be written (eg, participants complete a written questionnaire before exiting the event venue) or oral (ie, participants respond to questions posed by another person). For some immunization events, it may be possible to administer a web-based survey using an electronic platform such as SurveyMonkey. Participants could access the survey from smartphones during the event, or they could access the website in the days after the event (eg, via an email invitation). The platform you use should allow free-text responses as well as multiple choice.

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Give It a Shot

Have business cards printed with your pharmacy information and the URL for the survey. Consider offering a prize for participants who complete the survey (eg, everyone who completes the survey is entered into a raffle for a gift card).

Not all data need to come from a survey. You may assign a staff person or volunteer to measure (eg, with a stopwatch) the amount of time it takes participants to complete the entire event process, from registration to vaccination. Or, you may hand a time-stamped card to participants as they enter the immunization event; a volunteer would collect the card as the participant exits and write the exit time on the card.

Event records are another source of formal data. For example, billing forms can provide aggregate information about types of insurance coverage.

Informal feedback can be thought of as “How are things going?” queries. Examples include:

- Identifying and making notes about bottlenecks in the flow of traffic during the immunization event.
- Recording unsolicited suggestions from event staff, volunteers, or participants.

You may consider providing staff and volunteers with a small notepad and pen—or possibly an iPad with an app downloaded onto it—to use on event day for recording observations and thoughts.



Give It a Shot

If you are partnering with a local pharmacy school, don't overlook student pharmacists as excellent and willing data-gathering assistants!

What Questions Do You Need to Ask?

Examining the intersection of (1) what you want to learn about and (2) who is the best source of that information ultimately reveals specific evaluation topics and questions.

As you scan what you wrote about your intentions and desired impact of the event, you may realize that you need feedback about the event location and venue, the setup and flow of the event, promotional efforts, and participant satisfaction. As you consider who can provide the feedback, you will begin to formulate key questions for staff and participant surveys.

Examples of Questions for Participant Survey³⁻⁵

- Demographic questions (this information should be collected and maintained in accordance with HIPAA and all applicable privacy laws):
 - Age
 - Sex/gender
 - Race
 - Comorbidities
 - Insurance coverage
- How did you learn about the event?
- How did you get to the event?
- How long did you wait before receiving the vaccination? Were you pleased about that?
- Would you have received this vaccine somewhere else if you had not attended this event?
- What did you like about this event?
- What didn't you like?

Examples of Questions for Staff/Volunteer Survey

- What went well during the planning process?
- What parts of the planning process could have gone better?
- Did you have all the information you needed in the weeks leading up to the event? If not, what was missing?
- What worked particularly well on the immunization event day?
- Which aspects of the event were most challenging?
- Would you select this event venue again? Why or why not?
- What, if any, recurrent issues arose?
- What information or resource did you wish you would have had?
- What could have made the event go even better?
- What other ideas or suggestions do you have?

Use the “Formulating Questions” worksheet to capture your ideas for questions to ask of immunization event participants, planning committee, staff, and volunteers.

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How Will You Analyze the Information?

Keep in mind that once you have collected all of the information, you will need to analyze and condense it into a meaningful report. If participants complete a written exit questionnaire, someone will need to record the responses in a spreadsheet or database. If responses were captured electronically, the electronic platform (eg, SurveyMonkey) should be able to generate a summary report.

Ideally, you will compile all feedback in time for the post-event evaluation meeting. Not all of the input will be actionable, and some may be downright frustrating. Consider the results as objectively as possible—always with an eye toward which suggestions will help to make your next event even better and more successful than this one.

Review media (traditional and social media) coverage to gather additional insight into the community reach of your efforts. Google searches are one easy way to collect some of this.

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Evaluating Intention and Effectiveness



Evaluating Intention

1. What are the stated objectives for the immunization event?

2. What are some of the unstated intentions? Think about the things you hope (or assume) will go especially well—the things that make you smile with pride as you imagine a successful event.

Evaluating Effectiveness

1. What do you hope to achieve in terms of vaccination coverage? (For example, improve vaccination coverage from 30% to 40%.)

2. What additional outcomes would make your immunization event a wild, unqualified success?

Formulating Questions

Record your ideas for questions to ask immunization event participants, planning committee members, staff, and volunteers.

| Question | Who to Ask |
|---|---------------------|
| <i>(example) How did you learn about the event?</i> | <i>Participants</i> |
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