

Evaluation Tool Assessing the Strength of Necessary Evidence and Inferences:

This tool is designed to help you assess the strengths of the six essential components of the model. Remember that the the logic connecting your intervention to observed changes is only as strong as your *weakest* component. Ideally, each area should score at least 8; if any area scores less than 6 that is cause for concern. The overall score should be at least 49; overall scores less that 38 indicate that your evidence is probably not strong enough to demonstrate effectiveness convincingly.

1. The data are valid and reliable:	Completely	Mostly	Somewhat	Not at all or information not available
a. The sampling strategy was unbiased.	3	2	1	0
b. The resultant sample matched the population in key descriptive variables	3	2	1	0
c. All variables of interest were assessed using standardized measures with demonstrated validity and reliability in the population of interest	3	2	1	0
Total Score for Data Quality:				
2. Hazardous drinking and misperceptions of norms are underlying problems :	Agreement among all measures	Agreement among most measures	Agreement among some but not most measures	Not at all or information not available
a. Hazardous drinking patterns are prevalent:	3	2	1	0
b. Misperceptions of drinking norms are prevalent:	3	2	1	0
c. Positive correlation between hazardous drinking patterns and misperceptions:	3	2	1	0
Total Score for Evidence of Underlying Problems:				
3. The intervention was well implemented:	Completely	Mostly	Somewhat	Not at all or information not available
a. The social norms campaign conformed to social norms marketing principles	3	2	1	0
b. The intended audience was exposed to the campaign:	3	2	1	0
c. Most members of the intended audience had at least 5-10 exposures	3	2	1	0
Total Score for Evidence of Well-Implemented Intervention:				

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4. Intervention Goal* : Following the campaign, accuracy of perceptions increased:	Change is statistically significant and clearly meaningful	Change is small but statistically significant	Change occurred but is not statistically significant	No evidence, no change, or change in wrong direction
a. The perceptions of norms that were a focus of the campaign were more accurate:	3	2	1	0
b. The perception of norms that were <i>not</i> a focus of the campaign did <i>not</i> improve in accuracy	3	2	1	0
c. High-risk populations (e.g., binge drinkers) increased accuracy of perceptions	3	2	1	0
Total Score for Evidence that Intervention Goal was Achieved:				<input type="text"/>
5. Anticipated Outcomes* : Following the campaign, decreased <i>risk</i> for harm was observed:	Change is statistically significant and clearly meaningful	Change is small but statistically significant	Change occurred but is not statistically significant	No evidence, no change, or change in wrong direction
a. Hazardous drinking behaviors decreased overall	3	2	1	0
b. eBAC decreased overall	3	2	1	0
c. High-risk populations (e.g., binge drinkers) experienced decreased risk for harm	3	2	1	0
Total Score for Evidence that Intervention Outcomes were Achieved:				<input type="text"/>
6. Desired Impact* : Following the campaign, significant harm reduction was observed:	Change is statistically significant and clearly meaningful	Change is small but statistically significant	Change occurred but is not statistically significant	No evidence, no change, or change in wrong direction
a. There is a decrease in adverse consequences associated with drinking:	3	2	1	0
b. There is an increase in percent experiencing no adverse consequences	3	2	1	0
c. High-risk populations (e.g., binge drinkers) experienced fewer adverse consequences	3	2	1	0
Total Score for Evidence that the Desired Impact was Achieved:				<input type="text"/>
Overall Total Score for Necessary Evidence & Inferences:				<input type="text"/>

*For multi-year projects, the measures of perceptions, behaviors and consequences following each year of intervention become the baseline measures for the next year.

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