

EVALUATION STRATEGIES

Table: Evaluation approaches for measuring behavior change in an everyday workplace, exercise, or real-life event setting

Evaluation Category	Possible Options
Design	<ul style="list-style-type: none"> Post Only Pre and Post Multiple Repeat Measures Non-equivalent Comparison Group Randomized Control Trial¹
Data Collection Source	<ul style="list-style-type: none"> Self-Report Peer-Evaluation Supervisor Evaluator or Trained Observer
Data Collection Method	<ul style="list-style-type: none"> Embedded in Training² Interview Survey Observation
Metrics/ Indicators - Examples	<ul style="list-style-type: none"> Goal-Based Behaviors Competency-Based Behaviors KSAs Intention goals and/or beliefs³

¹Non-applicable in a real-life setting

²Non-applicable in everyday workplace and real-life settings

³Intention goals are the planned actions desired by participants using the knowledge and skills they learned in training and supported by their beliefs (Basarab, 2011).