PFS Protocol:
Media and Material Tracking Document

Overview

The goal of this evaluation tool is to track the materials that your coalition produces and distributes as part of your strategy implementation. Please revisit your evaluation plan to determine the specific materials that you have agreed to track with this tool. Beyond the materials designated in your evaluation plan, you may choose to track any additional materials your coalition creates for broad distribution in your community (as opposed to materials you create just for internal purposes). By tracking the materials created and distributed, you will be able to easily track your efforts, see where you are spending your resources, time, and energy as well as what methods are most effective in your community.

Step-by-Step Data Entry Instructions

Wilder has created Excel spreadsheets for completing data entry and two other spreadsheets in the same workbook that will automatically analyze results. If you have any questions about the tracking or the data entry or analysis, please contact your identified Wilder consultant.

The following provides a step-by-step process for completing the data entry into Excel. The data entry for ***Material Creation*** is located on the first tab of the database. The data entry for ***Material Distribution*** is on the second tab of the database.

Material Creation Tab

1. **Title of Material -** Enter a detailed, unique title for your material.

2. **Date Created -** Enter the date that this specific material was created.

3. **Strategy Associated with Material -** Enter the strategy for which the material was created (e.g., Compliance Checks, Social Marketing with Young Adults, etc.).

4. **Type of Material -** Click on the cell under column D, which will list the possible types of materials commonly developed. A gray arrow will appear to the right of the cell— click on this arrow to access a drop-down menu of responses. Select the option that best describes the material type.

5. **Type of Material-Other Explain -** If, when selecting your type of material, you select "Other-Explain,, please be sure to enter a description of the type of material in column E. This column will highlight yellow until you enter in your answer. If you do not select the "Other-Explain" option, you do not need to enter anything in this column.

6. **Is this a new material or an update to a previously used material –** Simply enter yes or no.

7. **How Material is to be Used -** Enter in a short description of how the materials will be used (e.g., letters will be sent to business owners to notify them of compliance checks).

8. **Date of ADAD Approval -** Finally, enter the date that ADAD approved the material. This will also assist you in keeping track of which materials have been approved and which ones are still pending. For more information about the requirements and processes for ADAD approval, please contact your ADAD grant consultant.

Material Distribution Tab

1. **Date Distributed -** Enter the date that the specific material was distributed. For example, the date that volunteers put up posters, the day letters were sent, or the day that the newspaper article was run.

2. **Title of Material - C**lick on the cell under column B. When you enter anything into the "Title of Material" on the *Material Creation* tab, it will automatically appear in the drop down menu generated in the *Material Distribution* tab. Select the material being distributed. When you select the correct material, columns G and H will auto-populate with the relevant information from the *Material Creation* tab.

3. **Estimated/Actual number of people reached -** Enter the number of people that were reached with the current form of distribution. If you do not have access to the actual number of people reached (e.g., if you placed an ad in a newspaper, hung posters in a coffee shop, or purchased a billboard), enter the estimated number. For example, newspapers and billboard companies can usually give you an estimated number of people that will be reached by the ad. When hanging posters up in coffee shops, schools, or other public spaces, ask staff how many people are in the building/area on a typical day.

4. **Manner of Distribution -** Click on the cell under column D. A gray arrow will appear to the right of the cell. Select the option that best describes the manner of distribution for the material. If you distributed the same material multiple ways (e.g. mail and email), put each distribution method on a different line.

5. **Manner of Distribution-Other Explain -** If you selected "Other-Explain," in the Manner of Distribution column, column E will highlight yellow to remind you to enter the needed information. If you do not select "Other-Explain", then you do not have to enter anything into column E.

6. **Number of Materials Distributed -** Enter the number of materials distributed on that date using that manner of distribution. For some of the forms (e.g. emails or flyers) the number distributed and the number of people reached could be the same.

7. Repeat steps these for all materials that you create and distribute. If the information for any materials is missing, make every effort to follow-up with anyone involved to complete the information. **The goal is to have no data missing.**

Summary Tabs

1. The summary tabs allow you to see summary statistics about the type of materials created, the type of dissemination method used, the overall number of people reached (estimated or actual), and the total number of materials distributed. On the *Summary by Strategy* tab there is also a table that will allow you to filter data and view it by strategy.

2. After entering a batch of data, the summary sheet may need to be refreshed before reflecting the new data entered. You can refresh the data in one of two ways:

   1. Save the database, close, and reopen it. The data will refresh automatically upon opening the database.

   2. In Microsoft Excel, you can also click on the Data tab at the top of the screen and click on "Refresh All."