

ATOD evaluation protocol: *Sticker Shock*

Overview

The goal of this evaluation is to collect information about the Sticker Shock campaign in your community. By tracking this information, you will be able to learn more about the level of engagement and reach during these activities.

Data collection

There are two data collection tools for this evaluation: the *Sticker Shock Data Summary Form* and the *Sticker Shock Tracking Sheet*. P&I grantees that are implementing sticker shock should plan to complete data summary form. If the tracking sheet is helpful in completing the summary form, then it may be used as well, but it is not required.

Sticker Shock Tracking Sheet

- The tracking sheet documents information about each retailer included in the sticker shock events. It also collects the information necessary to complete the data summary form.
- The information for each sticker shock event should be entered into a separate row on the tracking sheet.
- The tracking sheet should be completed by the adult advisor or coordinator attending the event.

Sticker Shock Data Summary Form

- The summary form documents information about completed sticker shock events, including:
 - The total number of retailers involved in sticker shock events
 - A brief description of the type of additional educational materials distributed during the sticker shock events (if applicable), this can include materials like flyers, retailer educational materials, coalition brochures, etc.
 - The total number of youth involved in the sticker shock events
 - The total number of adult advisors, other than law enforcement, involved in the sticker shock events
 - The total number of law enforcement involved in the sticker shock event
 - The total number of sticker shock events that had media coverage

- A writable, electronic version of the data summary form is available on evaluATOD. This electronic version of the data summary form is read-only, which means once you have completed the form, you will need to save it as a new document.

Data analysis and reporting

The summary form will serve as your primary method of analyzing data from the sticker shock events. You can also summarize data from multiple sticker shock events by using a new copy of the summary form with the data compiled across events.