Caring is Personal
Evaluation overview and responsibilities

	KPI	Measurement method
Outputs	No. of stakeholder organisations involved and engaged • Attending webinar • Confirmed to participate • Ordering printed materials • Promoting the campaign on owned channels	Directly tracked by Councils
	Materials distributed (both printed by councils, or printed by VCSOs) • Volume of flyers distributed • Volume of posters distributed	
	Newsletter distribution: • Volume of organisations shared in newsletters / mailing lists • How many people are signed up to the newsletter	Councils to collate, with support from VCSOs
	Community centre presence • For those using printed materials, how many people visit the community space?	Councils to collate, with support of VCSOs
	Approx no. of people engaged through face-to-activity • Conversations in community centres etc.	• VCSOs might be able to estimate to Councils • Also request in stakeholder interviews by Claremont
	Estimated reach of social media content (followers)	Councils to collate, with support from VCSOs
Outtakes	Social media engagement (likes, shares, comments), including WhatsApp	Councils to collate, with support of VCSOs
	Stakeholder engagement quality (how stakeholders felt about the campaign and how it was developed)	Claremont has a small number of interviews to discuss Croydon Council / Merton Council to collate and share any provided email / verbal feedback

Outcomes	Perceived target group response reported by stakeholders – for example: - What have people said having seen any of the printed assets? - Has it prompted new conversations on care? - Did people talk about calling the helpline? - Did people talk about whether or not they identified as a carer? - Did people feel more open to starting conversations with those who might care for a loved one?	Claremont has a small number of interviews to discuss Croydon Council / Merton Council to collate and share any provided email / verbal feedback
Organisation outtakes	Website traffic driven from campaign content	Directly tracked by Carers First
	Calls to Carers First helpline	Directly tracked by Carers First
	Outcomes from calls to Carers First helpline and identification	Directly tracked by Carers First

Appedix: Evaluation approach

Organisation/Policy Objectives

Communication objectives

Campaign evaluation & further insight to inform future planning

Ongoing insight to inform future planning

Stages	Inputs	Outputs	Outtakes	Outcomes	Organisational Impact
Things you need to do track and/or achieve	What you do before and during the activity (e.g): • Planning • Preperation • Pre-testing • Production	What is delivered/target audience reached (i.e.): • Distribution • Exposure • Reach	What the target audience think, feel or do to make a decision (i.e.): • Awareness • Understanding • Interest • Engagement • Preference • Support	The result of your activity on the target audience (e.g): • Impact • Influence • Effects: – Attitude – Behaviour	The quantifiable impact on the organisation goals/KPIs (e.g): • Revenue • Cost reduction • Complying actions (attitudes/behaviour change) • Retention • Reputation
Metrics & Milestones	Select the right metrics from the framework to help you measure & evaluate the performance of your integrated communication activities				Select the right business KPIs to track performance of your integrated communication activities against your organisation goals.
Methods	Use a mix of qualitative & quantitive methods (e.g. surveys, interview feedback, focus groups, social media analytics, tracking)				