Measuring and Evaluating Communication

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Scientific progress depends on creativity and data
Communication in public health: Where is the data?

- Often not measured
- When measured, often not well
- Measurement rarely well funded
Meaningful Metrics

- Exposure and awareness measures are only minimally helpful
- Communication needs to be connected to desired outcomes
Methods & Design

- Surveys
- Interviews
- Observations
- Best design practices for each method
Thanks for listening!