

# CLIENT-CENTRED EVALUATION

## AWARENESS

### Questions

How are we promoting the program (target audiences/ channels/materials/ messaging)?

How are clients hearing about the program?

What prompts clients to contact us? What prompts others to refer clients to us?

Do clients tell others about us (family/friends, service providers, other clients)?

What more could we do to promote awareness of our services?

### Metrics

Target audiences  
- Potential clients (current/ past)  
- Influencers including those who refer

Communications activities (channels and materials)

Key messages/reasons for contacting (or participating)

Uptake

Referrals/inquiries received

Suggested changes/improvements

### Methods/ Sources

Research - census or population/sample data/prevalence studies/market research

Program documents - communications plan, funding proposal, progress reports, etc

Materials content - posts, ads, articles, posters, tweets, flyers, newsletters

Analytics - web, social media, newsletter (visits, views, links, shares, etc.)

Client survey/ interviews

Client data - # and sources of referrals, inquiries