

## Healthy People 2010 Operational Definition

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**11-3. Increase the proportion of health communication activities that include research and evaluation.**

**11-3a. Proportion of HHS-sponsored health communications campaigns that include formative evaluation.**

<b>National Data Source</b>	Office of Disease Prevention and Health Promotion, Office of the Secretary, U.S. Department of Health and Human Services.
<b>State Data Source</b>	Not identified.
<b>Healthy People 2000 Objective</b>	Not applicable.
<b>Changes since the 2000 Publication</b>	New subobjective (see Comments).
<b>Measure</b>	Percent.
<b>Baseline (Year)</b>	95 (2005)
<b>Target</b>	100
<b>Target-Setting Method</b>	Five percent improvement.  For a discussion of target-setting methods, see Part A, section 4.
<b>Numerator</b>	HHS-sponsored health communication campaigns that include formative evaluation.
<b>Denominator</b>	HHS-sponsored health communication campaigns.
<b>Population Targeted</b>	Not applicable.
<b>Questions Used to Obtain the National Baseline Data</b>	Not applicable.
<b>Expected Periodicity</b>	Periodic.
<b>Comments</b>	Objective 11-3 moved from developmental to measurable in September 2006. Three subobjectives were created focusing on communication campaigns that include formative evaluation, those that include process evaluation,

and those that include outcome evaluation.

See Appendix A for focus area contact information.