

Healthy People 2010 Operational Definition

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

11-3c. Proportion of HHS-sponsored health communications campaigns that include outcome evaluation.

National Data Source	Office of Disease Prevention and Health Promotion, Office of the Secretary, U.S. Department of Health and Human Services.
State Data Source	Not identified.
Healthy People 2000 Objective	Not applicable.
Changes since the 2000 Publication	New subobjective (see Comments).
Measure	Percent.
Baseline (Year)	59 (2005)
Target	65
Target-Setting Method	Ten percent improvement. For a discussion of target-setting methods, see Part A, section 4.
Numerator	HHS-sponsored health communication campaigns that include outcome evaluation.
Denominator	HHS-sponsored health communication campaigns.
Population Targeted	Not applicable.
Questions Used to Obtain the National Baseline Data	Not applicable.
Expected Periodicity	Periodic.
Comments	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.