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Gathering Evaluation Data on Fact Sheet Publications

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Evaluation is a critical aspect of understanding and communicating the efficacy of Extension outreach endeavors, yet the knowledge, attitude, or behavior change triggered by a printed publication can be difficult to capture as in-person assessments may not be possible. This is particularly true for fact sheet publications, which are often used as grab-and-go pieces of reliable educational information. By printing a QR code – an electronically readable code of black and white squares – on a publication, readers can be directly linked via a variety of free smartphone applications to an online survey platform where evaluation data can be collected. In order to encourage participation, a brief explanation of the survey, the value of a response, and instructions on scanning the QR code can be provided. To facilitate a follow-up assessment, requesting participants' consent, contact information, and preferred mode of contact for future communication within the online survey can be effective.

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