Qualitative research is to increase the credibility and validity of the results.  

### What does success look like for my intervention in the short/long term?

These will help inform the measures of interest, the evaluation model and the data gathering mechanisms.

### What is the purpose of my evaluation?

Understanding the purpose will help focus your evaluation approach and the scale and complexity of the evaluation design (i.e. extent of investment based on perceived benefit/outcome).

### How will I involve stakeholders?

This will inform how to present the evaluation plan and the final results.

### What are the timescales being worked towards?

An evaluation outcome in approximately 6 months would be ideal to feed into the next implementation of the intervention. Thus, short term measures that focus on learning and behaviour outcomes will be used.

### Are there local/national validated measures/data available?

Each measure or technique will have its own limitations so, if resource is limited, if there is limited access to statistical expertise may be required. Quantitative data (either existing data or newly collected) can often be useful.

### Do I have access to demographic data?

The size of the intervention group will inform whether statistical analysis is possible. If the numbers are very small, the sample size may be more appropriate.

### What are the numbers I am working with?

If we can access the national data, then it should be reasonably complete.

### How complete is the available data?

It is worthwhile to consider the implications of missing data on the evaluation, e.g. on sample sizes.

### Are there options to collect self-report data?

This may be a useful way of capturing data relating to the specific success criteria and intervention aims and could be triangulated with existing national data.

### What ethics considerations and permissions are there for collecting or using existing data?

Yes. Validated scales or questionnaires may make the evaluation design more robust and can also save time and effort compared to designing your own measures.

### Should multiple measures or techniques be used?

Each measure or technique will have its own limitations so, if resource is available, using multiple measures, metrics or data sources can help in triangulating approaches and support conclusions and recommendations.

### Should both qualitative and quantitative data be utilised?

Combining qualitative and quantitative data can often be useful.

### What available resources do I have, including statistical expertise?

Quantitative data (either existing data or newly collected self-report data) could be supplemented by a qualitative approach to gather additional comments.

### What might trainees or trainers think of the use of a particular measure for the purpose of evaluation?

To be explored.

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1. Triangulation is a technique that refers to the application and combination of several research methodologies. The purpose of triangulation in qualitative research is to increase the credibility and validity of the results.