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Methodology

- It is proposed that the evaluation is based upon a case study evaluation methodology (Yin 2003), treating the case as one of intrinsic interest, rather than being generalisable to a larger type.
- This evaluation can be thought of as a 'process evaluation' rather than an 'outcome' evaluation - that is, it describes the experience and views of the evaluator and project participants, but does not attempt to quantitatively estimate the outcome of the project on pre-specified indicators.

Network survey of all Alcohol Policy Network (APN) members,

Advocacy survey for all attendees of the advocacy schools

Depth interviews: with the staff who are involved in running the project over the 3 years.

Informal interviews with APN members

Workshop with the full APN

Written documentation produced in the course of the project

Participant observation

Respondent validation Management group to comment on a draft version of the evaluation report

Timetable:

Ongoing

0.1 WTE research officer to undertake the
evaluation