Use this worksheet to develop and record your plan for measuring indicators and outcomes in your Healthy Small Food Store Initiative. Making a plan is important, and knowing when you'll need to allot time for evaluation will help build the plan and keep partners engaged with it. Customize this worksheet to fit your needs.

As a store tries out new products or new advertising, it is important to pay attention to what is working and what’s not. Tracking the data will help you adjust as you go.

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| Indicator*What you will measure, so you know how your project is doing* | Proposed Evaluation Tool*e.g., survey, sales reports, store inventory* | Measurement Dates, Milestones*How often will you measure and analyze?* |
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