ECCO Clinic Guidance Document

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Common ECCO Data Reporting Errors

1. Leaving questions blank rather than entering zero

   For effective data reporting and collection, users will be required to enter a numerical value where it applies. Even if the value is "0", this value will still be reported. For example: If you distributed 10 posters for the month, but none were newly created, you will enter "0" for the question asking for number of posters created.

2. Using the Other Information Dissemination section incorrectly

   This data is captured for mediums not otherwise listed in the form. Under this section are a set of questions for materials that may be physically disseminated to the target population such as shopping cart flyers and questions for media that may not be physically disseminated, but viewed by your target population such as messaging displayed on the DMV screens.

3. Not providing an explanation for reach - (The question which states, "Provide any information you have on the reach of the …")

   When reporting reach, this qualitative question gives justification for the reach of your population. You may use this question to explain the reach of your **target** population. For example, you may explain your county or territory has a total population of 10,000, but your target population (9-20 year olds) is 1,000. Reporting for this question should explain the steps taken to determine the new reach number. A description of the formula(s) used by the media company, yourself, and/or your local evaluator to estimate new reach for the specific population should be included.

4. Duplicating participant counts

   If you have a recurring intervention in which the same group of participants are served over multiple sessions, you should only record the participants in the reporting period in which they started (i.e. Do not enter them as new participants in each subsequent class/session they attend). Similarly, when documenting participants completion of a program, you will only record participants in the reporting month they completed the program (i.e. Do not enter them as new participants completed after each class/session they attend).

5. Duplicating new reach

   New reach is the number of new individuals served by an intervention during a given reporting period. Throughout the duration of your media campaign you may present multiple messages to your target population; however, each new message does not necessarily equate to new reach. For example, during the first month of a positive social norms campaign at a local high school of 1,000 students, posters were displayed throughout the school. The estimated new reach for that reporting month is 1,000. A few weeks later new posters with a different design and message were put up. The estimated new reach for the month the new posters were installed is zero. Please keep in mind that the total of all of the "new reach," responses across all of the months of the contract year should not exceed the number of people in your target population. Sometimes, your media campaign might reach people

outside of your target population, especially with billboard messaging. We require you to report as participants reached in ECCO only the individuals in your target population

6. Not reporting when intervention is inactive
    All interventions should be reported on each month, whether active or inactive. If no implementation (activity) occurred during the reporting period, the intervention may be reported as inactive in Question 1. If reported inactive, users may select the option to report as "paused due to COVID-19" when it applies.

Common Errors When Creating IP

1. Selecting the wrong intervention type for the Tobacco strategy - Tobacco Problem ID & Referral for tobacco strategy
    When creating a new Implementation Plan (IP), Part B of the form asks for intervention type. Accurately selecting the correct intervention type according to the strategy is imperative. For the Tobacco strategy, users will need to select the Tobacco Problem ID & Referral intervention type. Strategy types in Part B of the IP form can be found below.
    A. Strategy types
        1. Environmental
        2. Prevention Education
        3. Tobacco Problem ID & Referral
        4. Alternative Drug-Free Activities
        5. Information Dissemination
        6. Community-Based Processes

2. Duplicating IPs
    ECCO allows users to duplicate any previously created IPs. When duplicating IPs, the user should be mindful of adjusting dates to reflect those dates in the new contract year, especially in Part E of the IP form where Action Steps and Work Bundles are included. Also, when the user duplicates an IP for a new contract year, the new contract year must be selected when the new badge is created. Be careful to select the new badge when creating the new IP and not a badge from a previous contract year. The new badge will appear on the left of the screen.