

COMMUNITY BASED MEDIA CAMPAIGN

Evaluation Toolkit

Prepared for FOCUS Communities
January 2006



This Evaluation Toolkit has been put together to aid you with your evaluation of the medial campaign.



FOCUS Media Campaign On Alcohol Risk Factor and Chronic Disease

2006

Evaluation Components

For the evaluation of this media campaign please send us the following information by **August 15, 2006**.

- 1) A cover letter outlining the activities that your FOCUS coalition undertook in the month of June 2006 related to alcohol risk and chronic disease. Please include information specifically on partnerships/collaborations you had with stroke and cancer resources in your community and identify continuing or new initiatives you have for 2006/07 based on the campaign materials. The letter could also include a narrative of opportunities and challenges you experienced related to the campaign which are not captured in the following evaluation documents.
- 2) A completed Program Record Form for the CDP Campaign including in-kind contributions.
- 3) Evaluation Survey for FOCUS Coordinators
- 4) Audience feedback surveys.

FRC will provide a training session on these materials prior to the campaign. We will collate and summarize this evaluation information and produce a document which will form part of the Final Project Report for the Ontario Stroke Strategy, Ministry of Health Promotion. You will each receive a copy of that document.

Thank you for participating in the campaign and evaluation. Please call or e-mail us if you have any questions.

Pam and Mary

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FOCUS Media Campaign on Alcohol Risk and Chronic Disease 2006

Audience Feedback Form

Please help us to improve the presentation by telling us about your reactions to what you saw and heard during this presentation.

Please do not put your name on this form.

Responses from everyone who has attended these presentations will be summarized.

You will not be identified in any way.

1. Before the presentation, how much did you think about alcohol in relation to stroke or cancer?

Never	Once in a while	Once a month	Once a week	A lot
1	2	3	4	5

2. Following the presentation, how much have you thought about alcohol in relation to stroke or cancer?

Never	Once in a while	Once a month	Once a week	A lot
1	2	3	4	5

3. a. Do you think you will change anything as a result of the information you saw or heard in the presentation?

yes

no

don't know

- b. If you answered **Yes** – what do you think you will change?

4. What did you like best about the presentation?

5. How much did the campaign materials make you think about the effect of alcohol on stroke or cancer? On the scale below, 1 means it did not make you think about it at all and 5 means it made you think about it a lot.

Campaign materials:	Not at all					A lot	Did not see or hear item √
	1	2	3	4	5		
Poster	1	2	3	4	5		
Brochure	1	2	3	4	5		
Newspaper ad	1	2	3	4	5		
Radio Ad	1	2	3	4	5		

6. Do you have any comments or suggestions about the presentation?

The next section has some questions about YOU. Please check the appropriate box:

7. Age in years: 19-24 25-44 45-54 55-64 65-74 75 +

8. Gender: Male Female

9. Marital Status: Single Married / living with partner
 Divorced / separated Widowed

10. Where were you born? In Canada In another country

11. What languages do you understand? Please check all that apply.

- English French Ojibway
 Spanish Mandarin Tamil

Thank you for completing this survey.