

Feedback Form

The Centers for Disease Control and Prevention would like to hear from you about your experience with *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*.

To prepare future editions of this manual, we would appreciate any comments or suggestions. To share your opinions, please complete the tear-out card on the next page and drop it in the mail. If you prefer to send comments via e-mail, please send them to CampaignManualFeedback@cdc.gov.

To order additional copies of *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*, please contact the CDC Media Campaign Resource Center at mrcr@cdc.gov or call 770-488-5705, press 2.

Thank you.

Feedback Form

To share your comments or suggestions about *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*, answer the questions on this form, carefully tear the form out of the manual, fold it in half, tape it closed, and drop it in the mail. Thank you!

1. Overall, how useful did you find the manual? (Please check one.)

- very useful somewhat useful not useful

Why? _____

2. Did you find the book to be:

- a. well organized? yes no c. up to date? yes no
b. easy to read? yes no d. relevant to your work? yes no

3. If you answered "no" in question 2, please explain. _____

4. Please mark which chapters of the manual you have read:

- | | |
|--|--|
| <input type="checkbox"/> Introduction | <input type="checkbox"/> Chapter 6: Managing and Implementing Your Counter-Marketing Program |
| <input type="checkbox"/> Chapter 1: Overview | <input type="checkbox"/> Chapter 7: Advertising |
| <input type="checkbox"/> Chapter 2: Planning Your Counter-Marketing Program | <input type="checkbox"/> Chapter 8: Public Relations |
| <input type="checkbox"/> Chapter 3: Gaining and Using Target Audience Insights | <input type="checkbox"/> Chapter 9: Media Advocacy |
| <input type="checkbox"/> Chapter 4: Reaching Specific Populations | <input type="checkbox"/> Chapter 10: Grassroots Marketing |
| <input type="checkbox"/> Chapter 5: Evaluation | <input type="checkbox"/> Chapter 11: Media Literacy |

5. Which chapters, if any, did not meet your needs? Why? _____

6. How useful did you find the following sections in the back of the manual?

- | | | | | |
|-----------------------------|--------------------------------------|--|-------------------------------------|--|
| Resources and Tools: | <input type="checkbox"/> very useful | <input type="checkbox"/> somewhat useful | <input type="checkbox"/> not useful | <input type="checkbox"/> didn't review |
| Glossary: | <input type="checkbox"/> very useful | <input type="checkbox"/> somewhat useful | <input type="checkbox"/> not useful | <input type="checkbox"/> didn't review |
| Appendices: | <input type="checkbox"/> very useful | <input type="checkbox"/> somewhat useful | <input type="checkbox"/> not useful | <input type="checkbox"/> didn't review |

7. What was most useful in the manual? Why? _____

8. What was least useful? Why? _____

9. What best describes the scope of your work? (Check all that apply.)

- local state national international non-U.S.

10. What kind of organization do you work for? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> tobacco control program | <input type="checkbox"/> university |
| <input type="checkbox"/> market research firm | <input type="checkbox"/> independent consultant |
| <input type="checkbox"/> tobacco control coalition | <input type="checkbox"/> advertising/public relations firm |
| <input type="checkbox"/> non-profit/voluntary organization/network | <input type="checkbox"/> other _____ |

11. What other resources or Web sites should be included in the manual? _____

12. How might this manual be improved? _____

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