

## Cost/Benefit Evaluation Components

A health communication effort was developed to encourage parents to test their children for high blood lead levels. The blood lead testing campaign included a range of activities from airing public service announcements to direct mailings to residents in older neighborhoods. The table below displays the components of a Cost/Benefit Evaluation.

<b>Indicator</b>	<b>Standard</b>	<b>Source</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• cost of producing radio PSA</li> <li>• number of people tested</li> </ul>	PSA should cost less than \$5.00 per person tested	<ul style="list-style-type: none"> <li>• agency producing the PSA</li> <li>• testing center staff</li> </ul>	Written responses to requests for information
<ul style="list-style-type: none"> <li>• cost of direct mailing to residents of older neighborhoods</li> <li>• number of people tested</li> </ul>	Mailing should cost less than \$1.50 per person tested	<ul style="list-style-type: none"> <li>• mailing house</li> <li>• testing center staff</li> </ul>	Written responses to requests for information
<ul style="list-style-type: none"> <li>• cost of producing and distributing a brochure through pediatrician offices</li> <li>• number of people tested</li> </ul>	Brochure should cost less than \$.75 per person tested	<ul style="list-style-type: none"> <li>• agency producing and distributing the brochure</li> <li>• testing center staff</li> </ul>	Written responses to requests for information