

Physical Activity: The Arthritis Pain Reliever Campaign Campaign Activity Summary (Templates)

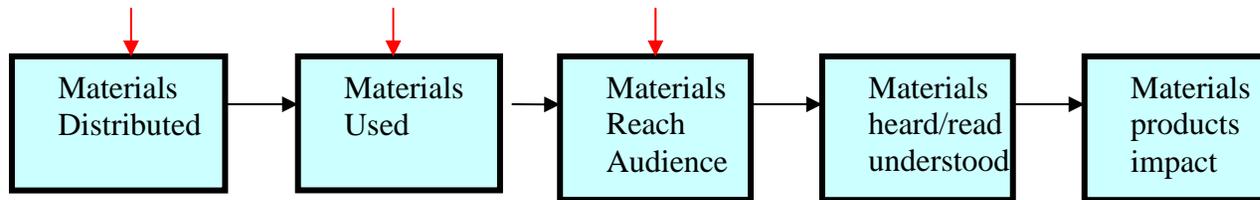
Introduction

The following templates have been developed to assist those implementing this campaign to track or keep records of campaign activities within your state. Collecting these data in an organized manner should help in reporting progress as well as in planning subsequent campaign efforts. These tables were created in MS Word; therefore, they can be completed on screen and modified or expanded as needed.

The CDC recommends that you evaluate the first three phases of the implementation logic model (see below), so you can answer these three questions:

- 1) Did the campaign materials reach the intended source for distribution? (i.e. community sites, radio stations.....)*
- 2) Did the site use or disseminate the indented campaign materials? (i.e. radio spots were run, the community center did display the brochures)*
- 3) Can you estimate the reach/impressions of various campaign materials implemented?*

Implementation / Evaluation Logic Model



Program Evaluation Indicators:

Report of distribution

Airtime reports

“Have you heard?”

Content questions

Changes in: Knowledge

Brochures displayed

Brochures picked up

Calls

Beliefs

Post card insert

Confidence

Behavior

Summary of Campaign Materials Placement and Reach

Media Type	Placement Totals	Estimated Reach/Impressions
Radio (see radio placements summary)		
Brochures (see print materials tracking form)		
Print (see print media placements table)		
Other Efforts (i.e. campaign with another organization)		

Radio Placements Summary

(_____ m/d/y 200 - _____ m/d/y, 200)

Radio Station	Market	Type / Length (PSA) (30 sec/60 sec)	Date Aired	Time of Day	Listenership
WABE	Portland	120 x 60 sec paid, 35 x 30 sec/psa	4/23/03	12:29pm, 3:30pm	50,000 listeners per week
Total # of Stations		Total # of Paid Spots			Cumulative Impressions

Brochure/Poster Tracking Forms

200_ Campaign (Month) _____ Town/City _____ County _____

Site Partner (ex. name of specific pharmacy, store, healthcare facility, senior center, laundromat, library...)	Delivery Method (ex. mail, in person)	Date Placed		Date of Final Visit	# of Public Pick Up
ex. Dave's Pharmacy	in person	4/23/04	50 bro, 1 holder, 1 poster	6/23/04	45 brochures
			Total # of Materials Placed		Total # Picked – Up

200 Campaign Budget Summary

Budget Item	Quantity	Total Cost	Cost per Item	Total Cost
Media Contractor & Placement of Spots <ul style="list-style-type: none"> Radio spot placement 	_____ # of spots	\$ _____	Approx: \$ _____ per spot	\$ _____
<ul style="list-style-type: none"> Media contractor commission (____%) 	--	\$ _____	--	\$ _____
Brochures <ul style="list-style-type: none"> Community Sites Partner Dissemination Total # brochures		\$ _____	_____ \$ per brochure	\$ _____
Print PSA's/Flyers		\$ _____		\$ _____
Counter Card Holders	# _____	\$ _____		\$ _____
Posters		\$ _____		\$ _____
Brochure Inserts		\$ _____		\$ _____
Printer Service Charge		\$ _____		\$ _____
Total		\$ _____		\$ _____

200_ Campaign Findings/Insights/Recommendations for Future Efforts

Campaign Material Utilized	Findings – Insights - Recommendations
Radio Spots	
Brochures	
Print PSA	
Posters	
Other Activities/ Community Events	

