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 mcrc@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
   b. easy to read? [ ] yes [ ] no
   c. up to date? [ ] 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:**
   - [ ] Introduction
   - [ ] Chapter 1: Overview
   - [ ] Chapter 2: Planning Your Counter-Marketing Program
   - [ ] Chapter 3: Gaining and Using Target Audience Insights
   - [ ] Chapter 4: Reaching Specific Populations
   - [ ] Chapter 5: Evaluation
   - [ ] Chapter 6: Managing and Implementing Your Counter-Marketing Program
   - [ ] Chapter 7: Advertising
   - [ ] Chapter 8: Public Relations
   - [ ] Chapter 9: Media Advocacy
   - [ ] Chapter 10: Grassroots Marketing
   - [ ] Chapter 11: Media Literacy

5. **Which chapters, if any, did not meet you needs? Why?**
   ______________________________________________________________

6. **How useful did you find the following sections in the back of the manual?**
   - Resources and Tools: [ ] very useful [ ] somewhat useful [ ] not useful [ ] didn’t review
   - Glossary: [ ] very useful [ ] somewhat useful [ ] not useful [ ] didn’t review
   - Appendices: [ ] very useful [ ] somewhat useful [ ] not useful [ ] 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.)**
    - [ ] tobacco control program
    - [ ] market research firm
    - [ ] tobacco control coalition
    - [ ] non-profit/voluntary organization/network
    - [ ] university
    - [ ] independent consultant
    - [ ] advertising/public relations firm
    - [ ] other ____________________________

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

12. **How might this manual be improved?**
    ______________________________________________________________
Designing and Implementing an Effective Tobacco Counter-Marketing Campaign
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