

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.

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