

Questions to Consider as You Review *Making Health Communication Programs Work*

For each chapter you review of “Making Health Communication Programs Work,” please consider the following questions. We welcome your comments on all chapters or only those that pertain to your area(s) of expertise.

If you are commenting on more than one chapter, please be sure to answer questions 1-7 for each chapter you review. If you’d also like to make comments directly on this guide, please print them legibly in the margins.

Thank you for your valuable comments.

Questions for Each Chapter

1. Which section are you reviewing? (Circle one)

- * Introduction
- * The Health Communications Process: Overview
- * Stage 1: Planning and Strategy Selection
- * Stage 2: Selecting Channels and Materials
- * Stage 3: Developing Materials and Pretesting
- * Stage 4: Implementing Your Program
- * Stage 5: Assessing Effectiveness
- * Stage 6: Feedback to Refine Program
- * Appendices
 - A. Information Sources
 - B. How to Test for Readability
 - C. Sample Forms
 - Educational Materials Review Forms
 - Pre-Post Booklet Testing Form (Self-Administered)
 - Central Location Intercept Questionnaire
 - Focus Group Moderator’s Guide
 - Gatekeeper/Professional Review Questionnaire
 - Standard PSA Pretest Questions
 - D. How to Design a “Theater” Style Test for PSAs
 - E. Glossary
 - F. Bibliography
 - G. Comment Form

2. Is key information missing from this chapter?

7. Do you have recommendations for the suggested readings?

General Questions

8. Many of you have used this book as a teaching tool. Can you suggest collateral materials to accompany the book that will be helpful? Please explain.
9. Do you have recommendations for other planning guides, or other source materials that we should review for this update?
10. Can you suggest other individuals who should review this guide?

11. Would you be interested in reviewing the revised version prior to publication?

12. Do you have other comments?

Thank you for your help.