

Exposure/Reach Evaluation Components

A national health communication effort was developed to discourage high school students from smoking. The anti-smoking campaign included a range of activities from airing public service announcements to involving students in school events. One of the goals of the program was to get the target audience to understand the link between smoking and health problems. The table below displays the components of an Exposure/Reach Evaluation.

Indicator	Standard	Source	Method
Frequency of TV PSA airings	Average of 2 PSA airings per day in each target city	TV station managers	Media tracking (Sigma encoding)
Amount of press coverage	5,000 news articles nationwide	Clipping service	Media tracking (scanning selected newspapers)
Frequency of school events to raise money for the American Cancer Society	Once per target community per month	School health education coordinators	Self-administered survey by mail
Number of anti-smoking key chains distributed	40,000 key chains distributed nationwide	Key chain producer Health education coordinators	Self-administered survey by mail