

1. CHES CEU Continuing Education Evaluation

Thank you for taking the "Introduction to and Practical Application of Social Marketing Techniques" continuing education mentored self-study course. Part of the requirements is to ask you to evaluate the course.

Please answer the questions on the following pages. You will be asked to rate how well the objectives were met, the mentor/presenter, mode of presentation and overall quality. Please provide comments as well.

Health Education Partners

"Introduction to and Practical Application of Social Marketing Techniques"

A Virtual / Online Continuing Education Course

2. Preliminary Information

1. Please provide you Name and CHES ID Number.

First Name:

Last Name

CHES ID Number

Name of the Course You Took

3. How well were the learning objectives met?

2. How well were the learning objectives met for Phase 1, Problem Description?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Stating your health or safety problem and the groups it affects	jn	jn	jn	jn	jn
Identifying the major causes of the problem	jn	jn	jn	jn	jn
Drafting a list of possible audiences for participants program	jn	jn	jn	jn	jn
Learning about previous efforts to address the problem	jn	jn	jn	jn	jn
form a strategy team	jn	jn	jn	jn	jn
Identifying issues and aspects of participants situation that could affect the program's success	jn	jn	jn	jn	jn

3. How well were the learning objectives met for Phase 2, Market Research?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Spelling out participants market research questions	jn	jn	jn	jn	jn
Selecting research methods to answer those questions	jn	jn	jn	jn	jn
Taking full advantage of data that were collected for other purposes	jn	jn	jn	jn	jn
Collecting supplementary data	jn	jn	jn	jn	jn
Summarizing your research results	jn	jn	jn	jn	jn

4. How well were the learning objectives met?

4. How well were the learning objectives met for Phase 3, Market Strategy?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Selecting your target audience segment(s)	jñ	jñ	jñ	jñ	jñ
Defining the current and desired behavior for each segment – increasing levels of the desired behavior is their program goal	jñ	jñ	jñ	jñ	jñ
Identifying the benefits of the desired behavior to “doers” in each segment	jñ	jñ	jñ	jñ	jñ
Clarifying the exchange participants will offer and encourage	jñ	jñ	jñ	jñ	jñ
Applying a marketing mix analysis to select the interventions participants will develop for their program	jñ	jñ	jñ	jñ	jñ
Writing subgoals for each intervention that will add up to their overall program goal	jñ	jñ	jñ	jñ	jñ

5. How well were the learning objectives met for Phase 4, Interventions?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Describing what your services and products will actually look like	jñ	jñ	jñ	jñ	jñ
Explaining how your program will phrase its messages	jñ	jñ	jñ	jñ	jñ
Explaining how your various offerings will be tied together into a cohesive, mutually reinforcing whole	jñ	jñ	jñ	jñ	jñ
Assembling your planning team and assign roles	jñ	jñ	jñ	jñ	jñ
Planning your interventions in detail	jñ	jñ	jñ	jñ	jñ
Testing and revising your interventions	jñ	jñ	jñ	jñ	jñ

5. How well were the learning objectives met?

6. How well were the learning objectives met for Phase 5, Evaluation?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Determining which program components should be monitored and/or evaluated	jñ	jñ	jñ	jñ	jñ
Deciding how to gather the information	jñ	jñ	jñ	jñ	jñ
Deciding how to analyze and report the data	jñ	jñ	jñ	jñ	jñ
Getting IRB approval for research with human subjects if necessary	jñ	jñ	jñ	jñ	jñ

7. How well were the learning objectives met for Phase 6, Implementation?

	Not met	Not very well met	Somewhat met	Well met	Very well met
Describing how you will execute intervention plans	jñ	jñ	jñ	jñ	jñ
Describing initiation of monitoring and evaluation activities	jñ	jñ	jñ	jñ	jñ
Explaining how you will modify program components based on feedback	jñ	jñ	jñ	jñ	jñ
Describing how you will share evaluation findings and lessons learned	jñ	jñ	jñ	jñ	jñ

6. Rate the Session for Meeting Your Needs and the Mentor/Presenter

8. Please rate the degree to which the session met your learning needs.

	Not met	Not very well met	Somewhat met	Well met	Very well met
Met your needs	jñ	jñ	jñ	jñ	jñ

9. Please rate the mentor/presenter on each category in the table below.

	Very Poor	Poor	Fair	Good	Excellent
Knowledge of Subject Matter	jñ	jñ	jñ	jñ	jñ
Organization/clarity of Presentation	jñ	jñ	jñ	jñ	jñ
Useful Information	jñ	jñ	jñ	jñ	jñ
Speaker/Participant Interaction	jñ	jñ	jñ	jñ	jñ
Use of Allotted Time	jñ	jñ	jñ	jñ	jñ
Audio/Visual Aids	jñ	jñ	jñ	jñ	jñ
Handouts	jñ	jñ	jñ	jñ	jñ

7. Virtual / Online Approach Conducive to Learning and Overall Course Quality

10. Was the virtual / online approach used for the course conducive to learning?

Yes

No

11. If you answered "No" to the question above, please describe contributing factors in the space below.

12. Please rate the overall quality of the course on the scale below.

	Very Poor	Poor	Somewhat met	Well met	Very well met
Overall Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Comments

13. Please provide comments.

9. Thank You

Thank you for completing the evaluation. If you have any questions or would like to provide comments personally please send them or call me using the contact information below.

Jim Grizzell

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