**Evaluation Form**

* + 1. **Overall, I found this Field Guide very helpful to my work:**

1—Strongly Agree 2—Agree 3—Neither Agree nor Disagree 4—Disagree 5—Strongly Disagree

* + 1. **The sequence and content of chapters fit together well:**

1—Strongly Agree 2—Agree 3—Neither Agree nor Disagree 4—Disagree 5—Strongly Disagree

* + 1. **Each chapter can be used independently of the others:**

1—Strongly Agree 2—Agree 3—Neither Agree nor Disagree 4—Disagree 5—Strongly Disagree

* + 1. **I found that the worksheets linked well to the text in the chapters of the Field Guide:**

1—Strongly Agree 2—Agree 3—Neither Agree nor Disagree 4—Disagree 5—Strongly Disagree

* + 1. **Please rate each of the chapters using the following scale:**

1—Strongly Agree 2—Agree 3—Neither Agree nor Disagree 4—Disagree 5—Strongly Disagree

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Situation Analysis | Audience Segmentation | Behavior Change Objectives | Message Development | Tools & Technologies | Monitoring & Evaluation |
| The content in this chapter was clear |  |  |  |  |  |  |
| The examples in this chapter were relevant to me |  |  |  |  |  |  |
| The worksheets from this chapter were useful |  |  |  |  |  |  |

* + 1. **What was the most helpful chapter? Why?**
    2. **What was the least helpful chapter? Why?**

**8. Additional comments and feedback for future editions:**