

TOOL I: FLOW OF ACI INFORMATION WITHIN YOUR COMMUNITY

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|---|---|--|---|--|--|--|--|---|--|--|---|--|---|
| 1) Number of programs implemented in your community | <input type="text"/> | | | | | | | | | | | | |
| 2) Targeted number of participants | <input type="text"/> | | | | | | | | | | | | |
| 3) Average number of participants attending programs | <input type="text"/> | | | | | | | | | | | | |
| 4) Have you conducted participant feedback? | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | |
| 5) Have you tracked participant demographics (age, ethnicity etc.) | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | |
| 6) Number of print media mentions (not ads). | <input type="text"/> | | | | | | | | | | | | |
| 7) Number of TV mentions (not ads). | <input type="text"/> | | | | | | | | | | | | |
| 8) Number of hits on website. | <input type="text"/> | | | | | | | | | | | | |
| 9) Established contact with local media. | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | |
| 10) On sight media sponsorship. | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | |
| 11) Have you initiated Promotion for Active Communities? | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | |
| 12) Promotional Techniques (If yes, please tick which promotional techniques): <table border="0"> <tr> <td><input type="radio"/> Included our ACI logo in organization program catalogs, pamphlets & giveaways.</td> <td><input type="radio"/> Paid for print advertising.</td> </tr> <tr> <td><input type="radio"/> Have an active communities brochure/printed materials (e.g., trail maps, facilities guides).</td> <td><input type="radio"/> Paid for radio/TV ads.</td> </tr> <tr> <td><input type="radio"/> Giveaways (T-shirts, stickers, water bottles).</td> <td><input type="radio"/> Paid for billboard/poster ads.</td> </tr> <tr> <td><input type="radio"/> Web page with an Active Communities link.</td> <td><input type="radio"/> Developed a slogan/branding.</td> </tr> <tr> <td></td> <td><input type="radio"/> Personal presentations/communications</td> </tr> <tr> <td></td> <td><input type="radio"/> Point of decision prompts</td> </tr> </table> | | <input type="radio"/> Included our ACI logo in organization program catalogs, pamphlets & giveaways. | <input type="radio"/> Paid for print advertising. | <input type="radio"/> Have an active communities brochure/printed materials (e.g., trail maps, facilities guides). | <input type="radio"/> Paid for radio/TV ads. | <input type="radio"/> Giveaways (T-shirts, stickers, water bottles). | <input type="radio"/> Paid for billboard/poster ads. | <input type="radio"/> Web page with an Active Communities link. | <input type="radio"/> Developed a slogan/branding. | | <input type="radio"/> Personal presentations/communications | | <input type="radio"/> Point of decision prompts |
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| 13) What are your campaign barriers? <table border="0"> <tr> <td><input type="radio"/> Money</td> <td><input type="radio"/> Distribution (of what?)</td> </tr> <tr> <td><input type="radio"/> Other resources (equipment, supplies, space etc.)</td> <td><input type="radio"/> Lack of staff</td> </tr> <tr> <td><input type="radio"/> Engaging media</td> <td><input type="radio"/> Organizational procedures</td> </tr> <tr> <td><input type="radio"/> Political/municipal support</td> <td></td> </tr> </table> | | <input type="radio"/> Money | <input type="radio"/> Distribution (of what?) | <input type="radio"/> Other resources (equipment, supplies, space etc.) | <input type="radio"/> Lack of staff | <input type="radio"/> Engaging media | <input type="radio"/> Organizational procedures | <input type="radio"/> Political/municipal support | | | | | |
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