

HIV Vaccine Awareness Day – May 18th.
Real People. Real Progress.

TOOLKIT EVALUATION FORM

HIV Vaccine Awareness Day
May 18, 2004
HIV Vaccine Research: Real People. Real Progress.

We hope you found this toolkit useful in your HIV Vaccine Awareness Day (HVAD) outreach activities. Please take a few moments fill out this evaluation form and return this to:

Lamont Rooker
Ogilvy Public Relations Worldwide
1901 L Street, NW, Suite 300
Washington, DC 20036
Fax: (202) 466-5683
Email: lamont.rooker@ogilvypr.com

Your feedback will greatly assist us in future HIV Vaccine Awareness Day planning efforts.

Please place a check mark () in the box next to the materials listed below that you used and rate each by circling the number between 1 and 5 that best reflects your assessment.

1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent

"How to Use the Toolkit" information sheet

1 2 3 4 5

HIV Vaccine Awareness Day Print Advertisement/Poster

1 2 3 4 5

Sample Press Release

1 2 3 4 5

HIV Vaccine Awareness Day Talking Points and Key Messages for Media Outreach

1 2 3 4 5

NIAID HIV Vaccine Research Fact Sheets

1 2 3 4 5

Sample Letter to the Editor

1 2 3 4 5

Sample Opinion-Editorial

1 2 3 4 5



Sample Newsletter Article

1 2 3 4 5

Sample Email to Membership/Staff

1 2 3 4 5

Utility of HIV Vaccine Quiz

1 2 3 4 5

Ease of Accessibility to Toolkit

1 2 3 4 5

Did you engage in any of the following outreach activities for HIV Vaccine Awareness Day?

Press Conference Yes No

Town Hall Meeting Yes No

Advertisements Yes No

Article in organizational publication Yes No

Op-Ed Yes No

Email outreach Yes No

Other _____

Did you use any of the toolkit components for your outreach activities? Yes No

Which components did you find most useful?

Which components did you find least useful?

What else could have been included in the tool kit to help you in your outreach efforts?

Thank you for your feedback!

Optional:
Name: _____

Organization: _____

City: _____

Email: _____

Phone Number: _____