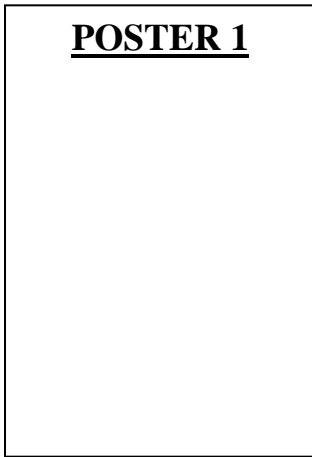


Questionnaire for Evaluating a Social Norms Marketing Poster Campaign

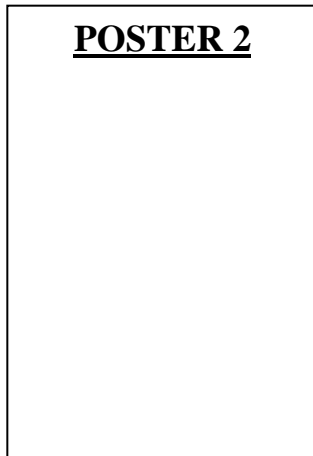
This questionnaire was used to evaluate the impact of a social norms marketing poster campaign in an urban middle school. The following questions can be adapted to evaluate poster campaigns in other settings.

Which of the following posters have you seen around your school this year?

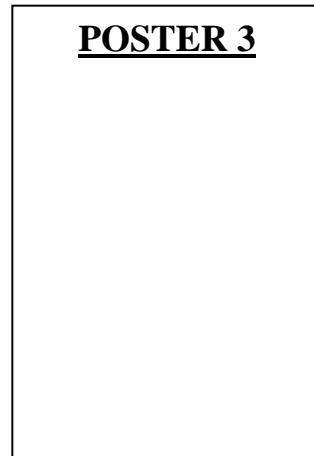
POSTER 1



POSTER 2



POSTER 3



- Have seen it
- Have not seen it

- Have seen it
- Have not seen it

- Have seen it
- Have not seen it

The main message in every poster was:

“Most 6th-8th graders think sex is for adults.”

Did you *understand* the message in the posters?

- I fully understood it
- I partly understood it
- I didn't understand it

Did you *believe* the message in the posters?

- I fully believed it
- I partly believed it
- I didn't believe it

Did you think the message is an *important* one for kids in your school to hear?

- It is very important
- It is somewhat important
- It is not at all important

Have you heard any *kids* talking about the posters?

- yes
- no

Have you heard any *teachers* talking about the posters?

- yes
- no

Have you talked about the posters with any of the following?

friends

- yes
- no

parents

- yes
- no

teachers

- yes
- no

other school staff

- yes
- no

Do you think that the posters were *helpful* to the kids in your school?

- yes—helpful to *a lot* of kids
- yes—helpful to *some* kids
- no

How do you think they were helpful? (or why do you think they were not helpful?)

Any other comments or suggestions about the posters?
