

Program Evaluation Instructions for Educators:

Thank you for supporting The Story of Your Dinner campaign and for sharing the video and campaign messages with people in your community!



We are even more excited that you have chosen to use our simple Pre and Post Surveys with consumers who have viewed The Story of Your Dinner animated video. We're so glad that you are interested in learning about what consumers take away from watching the video.

We've developed a set of pre- and post-survey for you to use with the consumers you work with. For every full-completed set of 10 Pre and Post consumer surveys you send us prior to February 1, 2017, we will send you a Discover gift card for \$25!*

How to Use the Surveys

Before you show your group the animated video, hand out the pre-survey and ask them to fill it out at that moment. Gather all of the pre-surveys, then, when you have all of them in hand, show your group The Story of Your Dinner video.

After the video is completed, hand out the post-survey to the full group and ask them to complete it at that moment.

We want to track each person's pre- and post- knowledge and attitude change, so their names must be written on both pre- and post- surveys. Please remind them before and after they conduct the survey to put their last name (first four letters) and first name (first four letters). Explain to them that their response will be confidential and will not be shared. The information we are gathering will be used simply to gather information about the effectiveness of the messages in the video.

After you collect all of your pre and post surveys, please mail copies or originals to Evaluation Team: Betty Feng, at PO BOX 4214, Davis, CA, 95616, or scan the surveys and send the pdf file to email address: yhfeng@ucdavis.edu

Thank you again for your collaboration! We will share a report of this program evaluation with you in the spring of 2017.

Remember, in order to get the \$25 incentive, we must receive your pre-and post survey sets by no later than Wednesday, February 1st.

**fulfillment on gift card incentive will take place on or around February 24, 2017 so you should not expect to receive your gift card prior to that date.*