

ATTACHMENT 10
Telephone Questionnaire to Assess Promotional Efforts of the
Body & Soul: A Celebration of Health Eating and Living Program Guide

OMB# 0925-0046-05
Exp. Date: 10/31/2006

Questions for Callers Ordering “Body & Soul” Guide
From the NCI Publication Ordering Service (POS)

[CALLER NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS WILL HAVE ALREADY BEEN COLLECTED WHEN PUBLICATION IS ORDERED]

May I ask you a few questions to help determine who is requesting the Body & Soul Program guide?

Yes [CONTINUE] No [THANK AND END]

Your answers to these questions will help us determine how people learn about the Body & Soul program guide in order to help promote the guide in the future. Your participation in this survey is completely voluntary. All responses are confidential and will not be disclosed to anyone but the people conducting this survey, except as otherwise required by law. Unless you agree when asked to being contacted for follow-up, all data will be provided to the NCI in aggregate form only, with any potentially identifying information removed. You may skip questions that you prefer not to answer. This survey should take approximately 2 minutes to complete.

1. How did you hear about Body & Soul?

2. Are you requesting the Body & Soul guide for a: [READ CHOICES, SELECT ONE]

Church [GO TO Q3]

Faith-based organization [GO TO Q4]

Other (please specify) _____ [THANK AND END]

3. [IF CALLER IS REQUESTING FOR A CHURCH, ASK:]

a. What is the name, city, and state of the church?

Name of church: _____

City: _____

State: _____

b. About how many members does the church have?

c. May NCI follow-up with you after you receive the Body & Soul guide?

Yes No

[THANK AND END]

4. [IF CALLER IS REQUESTING FOR A FAITH-BASED ORGANIZATION, ASK:]

a. What is the name of the organization?

b. About how many churches does the organization serve?

c. May NCI follow-up with you after you receive the Body & Soul guide?

Yes No

[THANK AND END]