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## Attachment RR: Communications Campaign Tracking

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***Dating Matters: Strategies to Promote Healthy Teen Relationships™ Initiative***

Division of Violence Prevention  
National Center for Injury Prevention and Control  
Centers for Disease Control and Prevention

Site Number:	_____
Program Year:	_____
Comm. Tracking #:	_____
Survey Date:	_____

**Communications Tracking Form**

1. Number of students that apply to be *i2i* Ambassadors \_\_\_\_\_
2. Number of students selected to be *i2i* Ambassadors \_\_\_\_\_
3. Number of *i2i* Ambassadors that complete training \_\_\_\_\_
4. Number of *i2i* Ambassadors that remain with program for full year \_\_\_\_\_
5. Total Number of Facebook likes to the community Facebook page \_\_\_\_\_
6. Average number of Facebook comments posted online in response to *i2i* Ambassador posts \_\_\_\_\_
7. Number of events/activities hosted \_\_\_\_\_
8. Approximate number of students participating in each activity \_\_\_\_\_
9. Number and type of materials distributed \_\_\_\_\_
10. Number of new partnerships developed to support the Youth Communications Program \_\_\_\_\_
11. Each *month*, we ask that the Ambassador Managers export a Facebook Insights report in order to gather and report the following data:
  - a. Monthly New Likes: The number of new people who have liked the Page (Unique Users) \_\_\_\_\_
  - b. Monthly People Talking About This: The number of people sharing stories about the page \_\_\_\_\_  
 (; this includes liking the Page; posting to the Page’s wall; liking, commenting on or sharing one of the Page posts; answering a posted question; RSVPing to one of the events; mentioning the Page; photo-tagging the Page; or checking in at the events)
  - c. Monthly Page Engaged Users: The number of people who engaged with the Page, including any click or story created \_\_\_\_\_
  - d. Monthly Total Reach: The number of people who have seen any content associated with the Page \_\_\_\_\_
  - e. Monthly Total Consumers: The number of people who clicked on any of the content \_\_\_\_\_

**Cost**

12. What is the total value of stipends or participation incentives distributed to *i2i* Ambassadors for their participation as a *i2i* Ambassador over the past 12 months? \_\_\_\_\_
13. How much time (excluding travel time) did you spend on *i2i* Ambassador or other *Dating Matters* communications activities over the past 3 months? \_\_\_\_\_
14. How much travel time and mileage did you spend on *i2i* Ambassador or other *Dating Matters* communications activities over the past 3 months? \_\_\_\_\_
15. What is your annual salary? (select one of the following choices)
  - a. \$0 to \$9,999
  - b. \$10,000 to \$19,999
  - c. \$20,000 to \$29,999
  - d. \$30,000 to \$39,999
  - e. \$40,000 to \$49,999
  - f. \$50,000 to \$59,999
  - g. \$60,000 to \$69,999
  - h. \$70,000 to \$79,999
  - i. \$80,000 to \$89,999
  - j. \$90,000 to \$99,999
  - k. \$100,000 or above