**Form Approved**

OMB No. 0920-0941

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Public Reporting burden of this collection of information is estimated at 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NW, MS D-24, Atlanta, GA 30333; Attn: PRA (0920-0941).

Attachment RR:

Communications Campaign Tracking

## *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**

1. 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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. How much time (excluding travel time) did you spend on *i2i* Ambassador or other *Dating Matters* communications activities over the past 3 months? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. How much travel time and mileage did you spend on *i2i* Ambassador or other *Dating Matters* communications activities over the past 3 months? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What is your annual salary? (select one of the following choices)
5. $0 to $9,999
6. $10,000 to $19,999
7. $20,000 to $29,999
8. $30,000 to $39,999
9. $40,000 to $49,999
10. $50,000 to $59,999
11. $60,000 to $69,999
12. $70,000 to $79,999
13. $80,000 to $89,999
14. $90,000 to $99,999
15. $100,000 or above