

AGENCY DISCLOSURE NOTICE

The public reporting burden for this collection of information, 0704-0644, is estimated to average 1.5 hours 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. Send comments regarding the burden estimate or burden reduction suggestions to the Department of Defense, Washington Headquarters Services, at whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

OPA Healthy Masculinities Focus Groups

Rounds 2 and 3 Rating Worksheet

1 Grade the ad. (MARK ONLY ONE RESPONSE)

 A
 B
 C
 D
 F

2 How does this ad make you feel? (CHECK ALL THAT APPLY)

Confused
 Neutral
 Uncomfortable
 Determined

Empowered
 Understood
 Inspired
 Hopeful

Confident
 Angry
 Discouraged
 Curious

Other: _____

3 How much do you agree or disagree with the following statements?

(CHECK ONLY ONE RESPONSE FOR EACH ITEM)

Strongly
Disagree

Disagree

Neither Agree
nor Disagree

Agree

Strongly
Agree

This ad is worth remembering.

This ad grabbed my attention.

This ad is powerful.

This ad is informative.

This ad is meaningful to me.

This ad is convincing.