

Holistic Instrument for Public Awareness Campaign

Level Five

I. Planning

- The targeted audience or their peers were **significantly** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing strategies but included **innovative** approaches that will reach a very broad audience.
- For **most** topics, the project goes beyond the transfer of information to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is very cost effective and involves extensive collaboration among **several** organizations.
- Factual accuracy and a balance of viewpoints are maintained.
- The project includes a **strong, multifaceted** dissemination component.

III. Participant/Audience Experiences (Use only subcategories that apply)

Class/Seminar/Workshops

- Participants are actively engaged for **at least half** of the program.
- The program includes at least **two** experiences which go beyond traditional lecture and audiovisuals, such as case studies, simulations, small group discussions and field experiences.
- Participants have **several** opportunities to choose from among a variety of sessions or assignments to best address their particular needs, issues and/or questions.
- Materials and program/sessions are divided into logical segments and **are used to reinforce and review information**.

Media Product

- The media product was **extremely effective** in gaining and maintaining attention, including a very **motivating introduction and closing**.
- The product directly or indirectly included **interaction/response** by the audience and **encouraged further study or action** on the topic.
- The key points were presented in **sequential steps** and were explained in an **exceptionally clear** way without extraneous information.
- The visual and audio quality was **exceptional**, including special effects and a very **appealing and credible** narrator.

Print Product

- The text is **very clearly and engagingly** written.
- The material is **divided into logically organized** segments.
- The layout is **exceptionally interesting and appealing**.
- **Many** illustrations, photographs, maps, graphs and/or charts are included and are **very useful, clear and easy to read**.
- The overall product is **very easy to use** and applicable for **different settings and situations**.

IV. Evaluation and Results

- The targeted audience was **frequently** asked for feedback **during the design** of the campaign.
- The dissemination was **well designed and implemented** and reached audiences **statewide**.
- A **detailed** evaluation of the quality and effectiveness of the campaign was **sought and received** from the targeted audiences.

Level Four

I. Planning

- The targeted audience or their peers were **somewhat** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing strategies but included at least **one innovative** approach that will reach a very broad audience.
- For a few topics, the project goes **beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **somewhat** cost effective and involves collaboration among **several** organizations.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes a **strong** dissemination component.

III. Participant/Audience Experiences (Use only subcategories that apply)

Class/Seminar/Workshops

- Participants are actively engaged for **at least 25%** of the program.
- The program includes at least **one** experience which goes beyond traditional lecture and audiovisuals, such as case studies, simulations, small group discussions and field experiences.
- Participants have **several** opportunities to choose from among a variety of sessions or assignments to best address their particular needs, issues and/or questions.
- Materials **and/or** sessions are divided into logical segments and **are used to reinforce and review information**.

Media Product

- The media product was **effective** in gaining and maintaining attention, including a **motivating introduction and closing**.
- The product directly or indirectly **included interaction/response** by the audience and **encouraged further study or action** on the topic.
- The key points were presented **in sequential steps** and were explained **very clearly**.
- The visual and audio quality was **excellent, including an appealing and credible narrator**.

Print Product

- The text is **clear and engagingly** written.
- The material is **divided into logically organized** segments.
- The layout is **very interesting and appealing**.
- **Many** illustrations, photographs, maps, graphs and/or charts are included and are **useful, clear and easy to read**.
- The overall product is **easy to use** and applicable for **different settings and situations**.

IV. Evaluation and Results

- The targeted audience was asked for **feedback during the design** of the campaign.
- The dissemination was **well designed and implemented** and reached audiences **regionally**.
- An evaluation of the quality and effectiveness of the campaign was **sought and received** from the targeted audiences.

Level Three

I. Planning

- The targeted audience or their peers were **minimally** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing strategies that can reach a broad audience.
- For **at least one topic**, the project goes **beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **somewhat** cost effective and involves collaboration between at least two groups.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes **some** dissemination component.

III. Participant/Audience Experiences (Use only subcategories that apply)

Class/Seminar/Workshops

- Participants are actively engaged for **at least some portion** of the program.
- The program includes at least **one** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **at least one** opportunity to choose from among a variety of sessions or assignments.
- Materials **and/or** sessions are divided into **somewhat** logical segments.

Media Product

- The media product was **somewhat effective** in gaining **and/or** maintaining attention, including a **solid introduction and closing**
- The product **encouraged further study or action on the topic**.
- The key points were presented in **somewhat sequential steps** and were explained **clearly**.
- The visual and audio quality were **good**.

Print Product

- The text is **clearly** written.
- The material is **divided** into **somewhat logically organized** segments.
- The layout is **interesting and appealing**.
- **At least a few** illustrations, photographs, maps, graphs and/or charts are included and are **clear and easy to read**.
- The overall product is **somewhat easy to use** and may be applicable for **different settings and situations**.

IV. Evaluation and Results

- The targeted audience was asked for feedback **during or after the design** of the campaign.
- The dissemination was **somewhat well designed and implemented** and reached audiences **locally**.
- **Some** evaluation of the quality and effectiveness of the campaign was **conducted**.

Level Two

I. Planning

- The targeted audience or their peers were **not** involved in the planning of the project.

II. Project Design

- The topics and format or strategies **use only** existing strategies that can reach a **broad audience**.
- The campaign includes **only the transfer of information**.
- The project is **not** cost effective and is conducted by one organization or agency.
- Factual accuracy and a balance of viewpoints **are usually** maintained.
- The project includes **minimal** dissemination component.

III. Participant/Audience Experiences (Use only subcategories that apply)

Class/Seminar/Workshops

- Participants are **not** actively engaged at all during the program.
- The program includes **no** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **at least one** opportunity to choose from among a variety of sessions or assignments.
- Materials and/or sessions **are** divided into segments.

Media Product

- The media product was **marginally** effective in gaining **and/or** maintaining attention.
- The product **encouraged further study or action on the topic**.
- The key points were explained **clearly**.
- The visual and audio quality was **acceptable**.

Print Product

- The text is **clearly** written.
- The material is **divided** into segments.
- The layout is **interesting**.
- **At least one** illustration, photograph, map, graph and/or chart is included and is **clear and easy to read**.
- The overall product is **easy to use**.

IV. Evaluation and Results

- The targeted audience was **not** asked for feedback **during or after** the design of the campaign.
- A dissemination component was included.
- **No** evaluation of the campaign was **sought** from targeted audiences.

Level One

I. Planning

- The targeted audience or their peers were **not** involved in the planning of the project.

II. Project Design

- The topics and format or strategies **use only** existing strategies that can **reach a broad audience**.
- The campaign includes **only the transfer of information**.
- The project is **not very** cost effective and is conducted by one organization or agency.
- Factual accuracy and a balance of viewpoints **are not** maintained.
- The project includes **no** dissemination component.

III. Participant/Audience Experiences (Use only subcategories that apply)

Class/Seminar/Workshops

- Participants are **not** actively engaged at all during the program.
- The program includes **no** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **no** opportunity to choose from among a variety of sessions or assignments.
- Materials and/or sessions **are not** divided into logical segments.
- Materials and/or sessions **are somewhat** divided into logical segments.

Media Product

- The media product was **not** effective in gaining **and/or** maintaining attention.
- The product **did not encourage further study or action on the topic**.
- The key points were **not clearly** explained.
- The visual and audio quality was **marginal**.

Print Product

- The text is **not clearly** written.
- The material is **not divided** into segments.
- The layout is **not interesting**.
- **No** illustrations, photographs, maps, graphs and/or charts are included.
- The overall product is **not easy to use**.

IV. Evaluation and Results

- The targeted audience was not asked for feedback during or after the campaign was design.
- A dissemination component was not included or was very weak.
- No evaluation of the campaign was sought