



Educator/Youth Leader Evaluation

The *Be Real* campaign values your input regarding our efforts to keep kids in Illinois alcohol, tobacco, and drug free. Your evaluation not only helps us update and improve the program each year, but it also provides valuable input for our funders as they make decisions about continuing to provide financial support.

Please take a few moments to complete the following survey. Your feedback is critical to the success and improvement of *Be Real*.

Optional Information:

Your name: _____

Title: _____ School/Organization: _____

Age group/grade you work with: _____ Number of students in your class/group: _____

Address: _____ City: _____ State: _____ ZIP Code: _____

Telephone number: _____ E-mail address: _____

Directions: Please choose the answer that best reflects your opinion. Comments are greatly appreciated.

1) Has your classroom or youth group participated in *Be Real* in the past? Yes No

2) Did you participate in *Be Real* this year? Yes No

Please explain:

3) If yes, did you make *Be Real* the theme of Red Ribbon Week? Yes No

4) If no to question #2, how can we tailor *Be Real* to more easily fit in to your plans?

5) Did you participate in any other drug-prevention activities during Red Ribbon Week? Please explain. Yes No

6) How many youth participated in your *Be Real* activities? _____

7) How did you use the *Be Real* Drug-Prevention Planning Guide to plan your *Be Real* activities?

8) How effective were the following items in contributing to the *Be Real* experience?

- *Be Real* Drug-Prevention Planning Guide
- *Be Real* web site
- TV/Movie ads
- *Be Real* products (i.e., wristbands)

Not Effective

1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

Very Effective

5
5
5
5

Comments:

9) How effective were the following sections on www.berealteens.com in contributing to the *Be Real* experience?

- *Be Real* Activities
- Red Ribbon Week
- Coordinating a *Be Real* Rally
- Promoting Your Efforts
- Tools and Templates
- Engaging Communities
- Drug Facts
- Prevention Resources
- Funding Information
- Reading List

Not Effective

1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

Very Effective

5
5
5
5
5
5
5
5
5
5

Comments:

10) Did your classroom, school, or organization sponsor a *Be Real* Rally?

Yes

No

11) Did your school or youth group receive media coverage for its *Be Real* efforts?

Yes

No

12) Overall, the *Be Real* program was:

- ☐ Excellent ☐ Above Average ☐ Average ☐ Fair ☐ Poor

13) What elements of the program did you find effective?

14) In your opinion, how could the program be more effective?

15) How would you rate *Be Real* among other drug-prevention programs you have used?

- ☐ Most effective ☐ Comparable effectiveness ☐ Not as effective ☐ I haven't used others

Comments:

16) Would you participate in *Be Real* next year?

Yes

No

Other Comments:

Thank you for helping to keep Illinois' youth drug free.

Please mail your survey to:
Be Real Campaign
900 N. Michigan Ave., Suite 2100
Chicago, IL 60611