



**Please rate your degree of confidence in the following CAC processes.**

	Not at All	A Little	Moderately	Very Confident
10. How confident are you that the process through which the CAC for the Sarasota Project makes decision will be <u>consistent</u> ?	0	1	2	3
11. How confident are you that the process through which the CAC for the Sarasota Project makes decisions will be <u>fair</u> ?	0	1	2	3
12. How confident are you that the process through which the CAC for the Sarasota Project makes decisions will <u>make sense</u> ?	0	1	2	3
13. How confident are you that the process through which the CAC for the Sarasota Project makes decisions will <u>meet your expectations</u> ?	0	1	2	3

**Please indicate how much influence each of the four groups of participants has at the present time for each part of the project described below. Please circle your best judgment, even if you are not sure, for all three groups.**

14. How much influence would you say that each of the following groups has on *defining the overall goals* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

15. How much influence would you say that each of the following groups has on *outlining the annual program plans* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

16. How much influence would you say that each of the following groups has on *deciding about long-range plans* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

17. How much influence would you say that each of the following groups has on ways to measure the effectiveness of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

18. How much influence would you say that each of the following groups has on *designing the prevention marketing campaign* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

19. How much influence would you say that each of the following groups has on *deciding how the prevention marketing campaign will be conducted* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

20. How much influence would you say that each of the following groups has on *selecting the leadership of the Community Advisory Committee* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

21. How much influence would you say that each of the following groups has on *deciding on the structure of the Community Advisory Committee* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

22. How much influence would you say that each of the following groups has on *setting the schedule for meetings of the Community Advisory Committee* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

23. How much influence would you say that each of the following groups has on *setting the agenda for meetings of the Community Advisory Committee* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

24. How much influence would you say that each of the following groups has on *leading meetings of the Community Advisory Committee* of the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

25. How much influence would you say that each of the following groups has on *hiring and evaluating the project staff* for the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

26. How much influence would you say that each of the following groups has on *deciding how the project staff is organized* for the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

27. How much influence would you say that each of the following groups has on *developing the project budget* for the Sarasota Youth Tobacco Community-Based Prevention Marketing Project?

USF Prevention Research Center Staff	none	a little	moderate	a lot
Local Health Department Staff	none	a little	moderate	a lot
Community Advisory Committee	none	a little	moderate	a lot
Sarasota County School Board	none	a little	moderate	a lot

The next set of questions is designed to help us understand the feelings that the CAC members have about working together. In this survey, the term ‘CAC members’ refers to people who have attended CAC meetings.

For each item on the survey, please *circle* the number that best describes the extent to which you agree or disagree with each statement. The response options range from ‘strongly agree’ to ‘strongly disagree.’

Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Agree
<b>The following questions refer to your perceptions of the CAC in general.</b>					
28. In general, the members of the CAC share similar values.	1	2	3	4	5
29. In general, the members of the CAC have concerns similar to my own.	1	2	3	4	5
30. In general, the members of the CAC care about one another.	1	2	3	4	5
31. The CAC is successful at changing local policies and programs.	1	2	3	4	5
32. The CAC creates change that will positively influence future generations Sarasota County.	1	2	3	4	5

Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Agree
33. The CAC usually keeps trying to make change, even if initial attempts don't produce visible results.	1	2	3	4	5
34. The CAC is successful at changing state policies and programs.	1	2	3	4	5
35. In general, the members of the CAC place the concerns of the group ahead of individual goals and agendas.	1	2	3	4	5
36. By working together, members of the CAC can improve the quality of life in Sarasota County	1	2	3	4	5

**The following questions refer specifically to the CAC's actions regarding developing an intervention to prevent adolescent tobacco use in Sarasota County.**

37. The CAC has the ability to develop an intervention to prevent adolescent tobacco use in Sarasota County.	1	2	3	4	5
38. The members of the CAC have difficulty working together to develop an intervention to prevent adolescent tobacco use in Sarasota County.	1	2	3	4	5
39. In general, the CAC has the resources needed to develop an intervention to prevent adolescent tobacco use in Sarasota County.	1	2	3	4	5
40. In the CAC, an individual can make a difference in changing the process used to develop an intervention to prevent adolescent tobacco use in Sarasota County.	1	2	3	4	5
41. The CAC is more effective in developing an intervention to prevent adolescent tobacco use in Sarasota County by working together than by working as individuals.	1	2	3	4	5
42. Even if the initial actions of the CAC fail to develop an intervention to prevent adolescent tobacco use in Sarasota County, it usually tries again.	1	2	3	4	5
43. The CAC uses its resources effectively to develop an intervention to prevent adolescent tobacco use in Sarasota County.	1	2	3	4	5

**The following questions refer to your attitudes about groups in general.**

44. People who are involved in group efforts are wasting their time.	1	2	3	4	5
45. A diverse group of people can work together successfully toward a common goal.	1	2	3	4	5

How satisfied are you with each of the following aspects of the CAC? Indicate how you feel by circling a number to the right of each of the statements.

	Very Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Very Satisfied
46. The planning process used by the CAC.	1	2	3	4	5
47. The written plans developed by the CAC.	1	2	3	4	5
48. The programs through which the CAC attempts to accomplish its goals.	1	2	3	4	5
49. The degree of member involvement with formative research	1	2	3	4	5
50. The degree of member involvement with strategy development.	1	2	3	4	5
51. The extent to which CAC members are involved in program implementation.	1	2	3	4	5
52. Overall CAC functioning.	1	2	3	4	5

We'd like to know the way things run on the CAC. Please indicate the degree to which each statement below describes the way the CAC works by circling the number to the right of each statement. If you have trouble deciding, choose the answer that describes your feelings most of the time.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
53. The group has a feeling of cohesiveness and team spirit.	1	2	3	4	5
54. Everyone is involved in discussions, not just a few.	1	2	3	4	5
55. The purpose of agenda items is defined and kept in mind.	1	2	3	4	5
56. The CAC is disorganized and inefficient.	1	2	3	4	5
57. The group is tolerant of differences and disagreements.	1	2	3	4	5
58. The CAC uses the abilities of all members, not just a few.	1	2	3	4	5

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
59. The group needs more formalization and structure.	1	2	3	4	5
60. The chair is too "laissez faire" and not in control.	1	2	3	4	5
61. There is too much talking and not enough doing.	1	2	3	4	5

**62. Over the past twelve months, what would you say the balance of the benefits of participation with difficulties of participation was for you? (Circle the statement that best represents your feelings).**

benefits greatly  
exceeded  
difficulties

benefits  
exceeded  
difficulties

benefits equaled  
difficulties

difficulties  
exceeded  
benefits

difficulties greatly  
exceeded  
benefits

**Below is a list of benefits you may or may not get from your involvement in the CAC. Circle the number that describes how much each of the following are benefits you receive from your work with the CAC.**

	Not at all a Benefit	Not Very Much of a Benefit	Somewhat of a Benefit	Very Much a Benefit
63. Learn about the prevention of tobacco use among adolescents.	0	1	2	3
64. Gain personal recognition and respect from others.	0	1	2	3
65. Learn new skills (public speaking, program planning).	0	1	2	3
66. Receive information about community services, events, etc.	0	1	2	3
67. Fulfills a sense of responsibility to contribute to the community.	0	1	2	3
68. Learn about the factors that influence tobacco use among adolescents.	0	1	2	3
69. Gain new knowledge and/or skills that will help me improve the way I do my job.	0	1	2	3
70. Increase level of collaboration with other community members.	0	1	2	3

	Not at all a Benefit	Not Very Much of a Benefit	Somewhat of a Benefit	Very Much a Benefit
71. Receive satisfaction from participating on the CAC.	0	1	2	3
72. Help youth in Sarasota County reduce alcohol and tobacco use.	0	1	2	3

**You may also find that participating in the CAC is associated with some difficulties or costs (financial or non-financial) to you. Below is a list of costs that you may have encountered because of your involvement in the CAC. Circle the number that describes how much each of the following is a cost you encounter from your work with the CAC.**

	Not at All a Cost	Not Very Much of a Cost	Somewhat of a Cost	Very Much of a Cost
73. Participating on the CAC takes too much time from my other work-related commitments and responsibilities.	0	1	2	3
74. Feeling that the CAC has difficulty getting anything accomplished.	0	1	2	3
75. Feeling that the CAC can do little to reduce tobacco use among adolescents in Sarasota County.	0	1	2	3
76. Participating on the CAC demands too much of my personal time.	0	1	2	3
77. Disagreeing personally with particular activities of the CAC.	0	1	2	3
78. CAC meetings and activities are held at inconvenient times.	0	1	2	3
79. Feeling unwelcome at CAC meetings and events.	0	1	2	3
80. Finding it difficult to make a contribution at CAC meetings.	0	1	2	3

Below are several statements about the paid coordinator who staffs the CAC, and the chair of the CAC. Please consider each statement then choose the answer that comes closest to expressing your feeling. If you have trouble deciding, choose the answer that describes your feelings most of the time.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<b>The Coordinator...</b>					
81. Staffs the CAC in an orderly and efficient manner.	1	2	3	4	5
82. Respects the skills that CAC members already have.	1	2	3	4	5
83. Is open to feedback from CAC members.	1	2	3	4	5
84. Is too controlling of the CAC.	1	2	3	4	5
85. Offers training to members as appropriate.	1	2	3	4	5
<b>The Chair...</b>					
86. Manages the CAC in an orderly and efficient way.	1	2	3	4	5
87. Makes sure everyone is listened to in the meetings.	1	2	3	4	5
88. Is open to feedback from CAC members.	1	2	3	4	5
89. Is too controlling of the CAC.	1	2	3	4	5
90. Offers training to members as appropriate.	1	2	3	4	5

The following questions are about your knowledge of social marketing and experience with social marketing prior to this project. Please indicate the response that best describes your experience.

91. Have you ever used consumer research to identify the best strategies for bringing about behavior change?

1 No

2 Yes

If yes, please describe:

92. Have you ever attended a training session on social marketing?

1 No

2 Yes (If yes, please indicate how many times: \_\_\_\_\_ )

93. Have you ever used social marketing to plan a program intervention?

- 1 No
- 2 Yes

If yes, please describe:

94. Have you ever used research to segment a target population?

- 1 No
- 2 Yes

If yes, please describe:

95. Overall, how would you rate your ability to apply social marketing to program planning, implementation and evaluation?

- 1 Low
- 2 Moderate
- 3 High

**Imagine you are a member of a social marketing team. How would you rate your ability to do to each of the tasks listed below?**

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Task	Low	Moderate	High
96. Assess whether a particular problem can be appropriately addressed with social marketing.	1	2	3
97. Use the systematic planning model to develop a social marketing program.	1	2	3
98. Segment a target audience.	1	2	3
99. Set behavioral objectives for the target audience selected.	1	2	3
100. Identify factors that influence the target audience's behavior.	1	2	3
101. Use the 4P's (price, product, place, promotion) as a conceptual framework in designing a marketing plan or program strategy.	1	2	3

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102. Compared with when you first became involved with the Sarasota Community-Based Prevention Project, how would you rate your ability to work as a member of a team implementing a social marketing project?

- ]1 Much less able
- ]2 A bit less able
- ]3 As able as before
- ]6 A bit more able
- ]7 Much more able

**Thank you for taking time to complete this survey!**

**If you have any other comments,  
please write them below.**