NFCSP DATA COLLECTION SHEET

68-Information Services* (Public Information)	*Month*		*Month*		*Month*	
	Number of Activities	Consumers Reached	Number of Activities	Consumers Reached	Number of Activities	Consumers Reached
Conference - *1 for each CG conference*		*# of attendees*		*# of attendees*		*# of attendees*
Grandparent Newsletter - *1 for each newsletter with GRC info, not advertisement*		*# of newsletters distributed*		*# of newsletters distributed*		*# of newsletters distributed*
Informational Mailing - *1 for each mailing with CG info, not advertisement*		*# of letters mailed*		*# of letters mailed*		*# of letters mailed*
Memory Café - 1 for each memory café event		*# of attendees*		*# of attendees*		*# of attendees*
Newsletter - *1 for each newsletter with CG info, not advertisement*		*# of newsletters distributed*		*# of newsletters distributed*		*# of newsletters distributed*
Newspaper - *1 for each newspaper with CG info, not advertisement*		*total circulation*		*total circulation*		*total circulation*
Public Exhibit - *1 for each exhibit/booth with CG info*		*# who stopped at booth*		*# who stopped at booth*		*# who stopped at booth*
Public Presentation - *1 for each group presentation w/CG related info*		*# of attendees*		*# of attendees*		*# of attendees*
Radio - *1 for each radio interview or program w/CG info*		*total listening audience*		*total listening audience*		*total listening audience*
Taped Presentation - *1 for each presentation via webinar or other electronic media relevant to CG*		*# who viewed presentation*		*# who viewed presentation*		*# who viewed presentation*
Television - *1 for each tv interview or program w/CG-related info*		*total viewing audience*		*total viewing audience*		*total viewing audience*

*Definition of Information Services: Contacts with a group of older adults, their caregivers, or the general public, to inform them of caregiver services or resources available within their communities.

3-27-2019