



Assessing the Effectiveness of Public Education Campaigns

Barbara Jordan Conference Center
Washington, DC

Thursday, April 27, 2006

AGENDA

12:00 **Lunch and registration**

12:15 **Opening Remarks**
Vicky Rideout, M.A., vice president, Kaiser Family Foundation

12:20 **Presentations**

Marian Huhman, Ph.D., evaluation team lead for the VERB campaign, CDC
Seth Noar, Ph.D., assistant professor, University of Kentucky
Donna Vallone, Ph.D., associate vice president for research, American Legacy Foundation

1:15 **Q & A**