

Section #	Report Template Section Title	General Comments	Comments <i>If you responded No or Maybe, state why and provide suggestions for improving the report template content.</i>	Comment Responses
	Template Instructions (pages ii & iii)	Section should be added or revised	In the paragraph explaining that all content is instructions and should be deleted- emphasize that paragraph- change body text color? Highlight in a way that emphasizes difference between added content an	The paragraph was highlighted to emphasize the content.
1	Executive Summary	Example could be more helpful	This section could include a "Suggested Length" portion- to assist in ensuring the summary does not become too long.	Added text about targetted number of words.
2.4	Behavior Change Campaign Strategy	Maybe example should be added Permit required content could be clearer or more helpful	Potentially add a bullet point for the process for the selection of the campaign materials? (how it was decided to use mailer, radio, etc.) Use a bullet point to address languages materials were produced in- to be addressed	comments added to the section about describing the process for selecting campaign materials and the languages the materials were developed in.
3.2	Evaluation Location(s) and Target Population	Consider revising section to improve clarity of instructions and prompts.	This section reads very similar to section 2.2 (Target Audience) It may be beneficial to note in section the directions for section 2.2 that more detail about the Target Population will be discussed further in later sections. Maybe call out the map with the same format used in 2.1?	The target population is a subgroup of the target audience that is the focus of an evaluation. It is possible that these two groups could be the same and there is a note about how to address this already in the section. Call out for map was updated for consistency with section 2.1.
3.3	Key Project Members: Roles and Responsibilities	Example was somewhat helpful and consider adding example	Potentially helpful to provide the list of potential roles and what those roles might consist of in the table. Wondering if this section should be in part 2	Because Table 3-1 is not required as part of the permit, it was left simple. Section 2.2 is just about the campaign and section 3 is about the evaluation which is the focus of the document so section 3.3 was left in section 3.
4.3.3	Hypothesis Testing	Considering adding example	This section may benefit from an example or a description of some of the statistical terms (Null Hypothesis, Alternative Hypothesis, Confidence Interval(s).	Additional guidance on hypothesis testing is included in the guidance manual.