

January 2006

**PUBLIC SERVICE
ANNOUNCEMENT
CAMPAIGNS**

**Activities and
Financial Obligations
for Seven Federal
Departments**





Highlights of [GAO-06-304](#), a report to the congressional committees.

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGNS

Activities and Financial Obligations for Seven Federal Departments

Why GAO Did This Study

Government-sponsored public service announcement (PSA) campaigns are prepackaged messages generally placed for free through various media to promote designated government activities, programs, or services. Although PSAs may be placed for free, PSA campaigns may still incur financial obligations for production.

GAO was mandated to provide information about federal PSA campaign activities by a House Appropriations Committee report (House Report No.108-671). GAO received detailed information on PSA campaigns for the seven federal departments with the highest obligations for public relations and advertising in fiscal year 2003—Commerce, Defense, Health and Human Services, Homeland Security, Interior, Treasury, and Veterans Affairs—as reported in a governmentwide federal procurement data system.

GAO submitted questionnaires to these seven departments to obtain information for fiscal year 2003 through the second quarter of fiscal year 2005 on (1) obligations incurred for PSA campaigns, including whether obligations were incurred externally, such as through a contract, or internally; (2) the purpose, audience, and type of media employed; and (3) whether campaigns were evaluated for success and their results published in performance reports, including Government Performance Results Act (GPRA) reports.

www.gao.gov/cgi-bin/getrpt?GAO-06-304.

To view the full product, including the scope and methodology, click on the link above. For more information, contact Paul Jones at (202) 512-8777, or jonespl@gao.gov.

What GAO Found

The seven departments we surveyed identified a total of 105 PSA campaigns that incurred obligations from fiscal year 2003 through the first two quarters of fiscal year 2005 (see fig. below). The incurred obligations totaled approximately \$152 million (approximately \$143 million in obligations incurred externally and approximately \$9 million in obligations incurred internally). The purposes and goals of these PSA campaigns ranged widely, from increasing military recruitment to improving the health and welfare of the American public, to enhancing the safety of outdoor recreational and sporting activities. The target audiences ranged from the general public to residents in particular states, to participants in specific programs or activities. The types of media used for the PSA campaigns were, in order of frequency, radio, television, Internet, newspapers, magazines, outdoor billboards, and other media, such as brochures, posters, and phonebooks. As to whether PSA campaigns were evaluated, the departments reported that 47 of the 105 campaigns were evaluated to determine if campaign goals had been achieved. Of these, 41 campaigns were reported to be successful; results were not reported for the remaining 6.

Relevant agencies reviewed a draft of this report and generally concurred with GAO's findings; technical comments were incorporated as appropriate.

Obligations Incurred by Seven Federal Departments for Public Service Announcement Campaigns for Fiscal Year 2003 through March 31, 2005

Number of PSA campaigns	Type of obligation	Amount of obligation
105	External ^a	\$142,578,645
	Internal ^b	\$9,323,606
	Total	\$151,902,251

Source: GAO analysis of data submitted by departments.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

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United States Government Accountability Office
Washington, DC 20548

January 13, 2006

The Honorable Christopher Bond
Chairman
The Honorable Patty Murray
Ranking Minority Member
Subcommittee on Transportation, Treasury, The Judiciary, Housing and
Urban Development, and Related Agencies
Committee on Appropriations
United States Senate

The Honorable Joe Knollenberg
Chairman
The Honorable John W. Olver
Ranking Minority Member
Subcommittee on Transportation, Treasury, Housing and Urban
Development, The Judiciary, District of Columbia, and Independent
Agencies
Committee on Appropriations
House of Representatives

As part of the House Appropriations Committee report on funding for the departments of Transportation and the Treasury, and other agencies for fiscal year 2005,¹ we were mandated to identify government-sponsored public service announcement (PSA) campaigns. In general, government-sponsored PSAs are prepackaged messages that aim to improve the health, safety, and welfare of the community; they are generally presented for free by the media and do not provide a commercial benefit to the sponsoring department or agency.² These messages generally promote designated government activities, programs, or services that are intended, among other things, to improve the public's health and welfare. The federal government has sponsored PSA campaigns since 1942, when the first campaign was launched to encourage U.S. citizens to purchase war bonds. Over time, federal PSA campaigns have had a measurable impact. According to the Advertising Council, for example, the Smokey Bear

¹ House Report No. 108-671, at 135 (2004).

² Although PSAs are generally placed for free, PSA campaigns may incur fiscal obligations for PSA production and promotion, the qualitative and quantitative research used to guide the strategic and creative development of the campaigns, and evaluation of the success of the campaigns.

campaign, introduced in 1944 by the U.S. Department of Agriculture, is credited with helping to reduce the spread of wildfires from 22 million acres annually to 8.4 million acres annually over the last 50 years.³

To fulfill our mandate, this report provides information about federal PSA campaign activities sponsored by seven departments: Commerce (DOC), Defense (DOD), Health and Human Services (HHS), Homeland Security (DHS), Interior (DOI), Treasury, and Veterans Affairs (VA). Consistent with the mandate, this report provides the following information for fiscal year 2003 through the first two quarters of fiscal year 2005:

1. financial obligations incurred for PSA campaigns, including a notation whether obligations were incurred for products or services provided externally, through a contract or other financial arrangement with an outside organization, or whether they were incurred through work done internally, within an organizational unit within the sponsoring federal department;
2. the purpose, target audience, and type of medium employed by the campaigns; and
3. whether or not the campaign was evaluated for effectiveness, whether these evaluations showed the campaigns had been successful, and whether or not the results of these evaluations were published in any of the sponsoring department's performance reports, including Government Performance and Results Act (GPRA) reports.⁴

To select the seven departments included in our review, we identified the departments with the highest obligations for public relations and

³ The Advertising Council is a private, nonprofit organization that brings together volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and nonprofit communities. The council produces, distributes and promotes public service campaigns on behalf of nonprofit organizations and government agencies.

⁴ Under GPRA, annual performance plans are to clearly inform Congress and the public of (1) the annual performance goals for agencies' major programs and activities, (2) the measures that will be used to gauge performance, (3) the strategies and resources required to achieve the performance goals, and (4) the procedures that will be used to verify and validate performance information. These annual plans, issued soon after transmittal of the President's budget, provide a direct linkage between an agency's long-term goals and mission and day-to-day activities. Annual performance reports are to subsequently report on the degree to which performance goals are met.

advertising, as reported in the Federal Procurement Data System (FPDS).⁵ The seven departments included in our review accounted for nearly 100 percent of all such obligations. We collected PSA data from the seven departments through the use of a survey questionnaire, distributed to the entities within those departments involved in PSA activities. The questionnaire requested information related to each of our objectives for fiscal year 2003 through the first two quarters of fiscal year 2005. We reviewed the responses for inconsistencies, missing data, and inaccuracies, but we did not independently verify the information reported. The information we present provides an indication of PSA campaign activity across federal departments based on a consistent set of guidelines identifying PSAs, as provided by GAO. Additional details on our scope and methodology are contained in appendix I. We conducted our review from May 2005 through November 2005 in accordance with generally accepted government auditing standards.

Results in Brief

The seven departments we surveyed identified a total of 105 PSA campaigns that incurred obligations from fiscal year 2003 through the first two quarters of fiscal year 2005. The incurred obligations totaled approximately \$152 million (approximately \$142.6 million in obligations were incurred for external contracts and approximately \$9.3 million in obligations were incurred from within the departments). The purposes and goals of these PSA campaigns ranged widely, from increasing military recruitment, and improving the health and welfare of the American public, to enhancing the safety of outdoor recreational and sporting activities. The target audiences ranged from the general public to residents in particular states and to participants in specific programs or activities. The types of media used for the PSA campaigns were, in order of frequency, radio, television, Internet, newspapers, magazines, outdoor billboards, and other media—such as brochures, posters, and phonebooks. As to whether PSA campaigns were evaluated, the departments reported that 47 of the 105 campaigns were evaluated to determine if campaign goals had been achieved. Of these, 41 campaigns were reported to be successful; results were not reported for the remaining 6. Results from 6 of the 41 campaigns evaluated as successful were published in departmental GPRA

⁵ FPDS is the central repository for statistical information on federal contracting. The system contains detailed information on contract actions over \$25,000 and summary data on procurements of less than \$25,000.

performance reports; 20 of the evaluations reporting success were published in other performance reports.

Detailed information on each department's PSA campaigns, including the source of obligated funds the purpose of each campaign, its target audience, the media used, and whether campaign results were evaluated for success, is contained in appendixes II-VIII.

Agency Comments

A draft of this report was reviewed by the seven agencies that submitted contract information. The agencies generally concurred with our findings. We received technical comments from DHS, Commerce, and DOI and incorporated them as appropriate.

We are sending copies of this report to the Secretaries of each of the seven departments, appropriate congressional committees, and other interested parties. We will also make copies available to others upon request. In addition, the report will be available at no charge on GAO's Web site at <http://www.gao.gov>.

If you or your staff have any questions about this report, please contact me at (202) 512-4636 or at jonespl@gao.gov. Contact points for our offices of Congressional Relations and Public Affairs may be found on the last page of this report. GAO staff who made major contributions to this report are listed in appendix IX.



Paul L. Jones
Director, Homeland Security and Justice Issues

Appendix I: Objective, Scope, and Methodology

We collected PSA data from seven departments: Commerce, Defense, Health and Human Services, Homeland Security, Interior, Treasury, and Veterans Affairs. To identify the departments included in our review, we used information on public relations and advertising spending contained in the Federal Procurement Data System.¹ FPDS is operated and maintained by the Federal Procurement Data Center (FPDC) within the General Services Administration and collects, develops, and disseminates data on contracts awarded by federal agencies. We used the information on public relations and advertising as an indication of PSA activity. The departments we selected accounted for nearly 100 percent of all public relations and advertising funds as reported in FPDS for fiscal year 2003, the last complete year for which department data were available at the time of our selection. We did not independently verify the data maintained in the FPDS database,² but we determined that the data were sufficient for our purpose of selecting the departments to be included in our survey, as our selection methodology did not require a level of precision beyond a rough order of magnitude of departmental PSA activity.

We developed a questionnaire that was distributed among department entities involved in PSA activities. The questionnaire included information related to each of our three objectives: fiscal obligations, campaign purposes and types of media used, and evaluation and reporting of results. Our research did not disclose a current statutory or regulatory definition of a PSA. As a result, we developed a set of guidelines that reflect common industry usage and included these guidelines as part of our questionnaire. According to those guidelines, a PSA is a prepackaged message intended to influence attitudes or behaviors. A PSA (1) aims to improve the health, safety, and welfare of the community or promotes the programs, activities, or services of government agencies; (2) is generally presented free by the

¹ FPDS is the central repository for statistical information on federal contracting. The system contains detailed information on contract actions over \$25,000 and summary data on procurements of less than \$25,000.

² In 2003, we reported sufficient problems to warrant concern about the reliability of FPDS information. GAO, *Reliability of Federal Procurement Data*, [GAO-04-295R](#) (Washington, D.C.: Dec. 30, 2003).

media;³ and (3) does not provide a commercial benefit to the sponsoring agency (i.e., revenue is not gained from the sale of a product or service).

We also researched the departments to determine their organizational structure and to identify all major department components. In addition, we looked for components containing public affairs, public relations, media, or news offices. We distributed the questionnaire by e-mail to a study coordinator within each of the seven departments. We instructed this person to take responsibility for distributing the electronic questionnaire to all components within the department we identified in our research. If the coordinator did not distribute a questionnaire to one of the components we had identified, the coordinator was asked to provide an explanation. The coordinator was also asked to include any components involved in PSA activities that we may have failed to identify in our research. We did not independently verify that we captured all department components that may have been involved in PSA activities. Department components were instructed to complete a separate questionnaire for each PSA campaign for which obligations were incurred between fiscal year 2003 and the end of the second quarter of fiscal year 2005. In the event that an entity did not incur any obligations related to PSA campaign activity during this period, the screening portion of the returned questionnaire reflected that status. All completed entity questionnaires were submitted through the study coordinator to us.

We reviewed the responses to our questionnaire for inconsistencies, missing data, and inaccuracies but did not independently verify the reliability of the data that was reported by the seven departments.

We included only those PSA campaigns that were in progress between fiscal year 2003 and the first two quarters of fiscal year 2005, the period of our review.

³ We excluded from our review any PSA campaigns that consisted solely of paid advertisements, as these were inconsistent with the guidelines we established for identifying PSA campaigns, though some campaigns in our analysis involved a combination of free and paid placement through the media.

Appendix II: PSA Campaign Activity and Obligations: Department of Commerce, Fiscal Year 2003–March 31, 2005

Table 1: Summary of the Number of and Obligations for PSA Campaigns: Department of Commerce

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			Total
		2003	2004	2005	
10	External ^a	\$300,760	\$363,653	\$41,000	\$705,413
	Internal ^b	\$155,620	\$106,521	\$22,303	\$286,444
	Total	\$456,380	\$466,174	\$63,303	\$985,857

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 2: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of Commerce

Campaign #1

Special Census.

Purpose

To promote awareness in local communities that a Special Census was taking place in the community, and that locally hired Census Bureau enumerators would be coming door-to-door to take the census.

Target audience(s)

Public at large.

Media used

Television and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$5,000	0	\$5,000
Internal ^b	0	\$5,250	0	\$5,250
Total	0	\$10,250	0	\$10,250
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix II: PSA Campaign Activity and
Obligations: Department of Commerce, Fiscal
Year 2003–March 31, 2005**

Campaign #2

Daily Radio Features (English and Spanish).

Purpose

To provide radio stations with prerecorded factoids and statistical information from Census Bureau data that would remind listening audiences of the importance of statistical information in their daily lives.

Target audience(s)

The radio listening public at large, especially audience of small local radio stations primarily in rural areas of the United States.

Media used

Radio and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$82,900	\$85,150	\$41,000	\$209,050
Internal ^b	\$44,605	\$44,605	\$22,303	\$111,513
Total	\$127,505	\$129,755	\$63,303	\$320,563

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #3

2002 Economic Census.

Purpose

To alert business owners about the 2002 Economic Census and to encourage complete and timely return of 2002 Economic Census forms.

Target audience(s)

Owners of companies, whether large or small, in every industry.

Media used

Radio and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$14,670	0	0	\$14,670
Internal ^b	\$8,518	0	0	\$8,518
Total	\$23,188	0	0	\$23,188

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix II: PSA Campaign Activity and
Obligations: Department of Commerce, Fiscal
Year 2003–March 31, 2005**

Campaign #4

ACS Data Release Broadcast Feeds.

Purpose

To provide national, state, and local data and statistical information via television news feature packages, sound bites, graphics, and radio tours in English and Spanish and to return statistical information from the American Community Survey (ACS).

Target audience(s)

Public at large.

Media used

Radio, television, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$73,959	\$5,000	0	\$78,959
Internal ^b	\$35,332	\$3,000	0	\$38,332
Total	\$109,291	\$8,000	0	\$117,291

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #5

Personal Locator Beacons Outdoors Adventure Safety Awareness Campaign.

Purpose

To promote the use of Personal Locator Beacons (PLBs) in the United States, to increase public safety awareness of outdoor adventurers, and to raise the interest in and the use of PLBs as a safety measure to be included in outdoors activities.

Target audience(s)

Public at large.

Media used

Television, brochures and posters for general and trade show distribution.

Service provider	Obligations			Total
	2003	2004	2005	
External	\$18,335	0	0	\$18,335
Internal ^b	0	0	0	0
Total	\$18,335	0	0	\$18,335

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	DK ^g	Yes

**Appendix II: PSA Campaign Activity and
Obligations: Department of Commerce, Fiscal
Year 2003–March 31, 2005**

Campaign #6

National Weather Service Rip Current Safety.

Purpose

To raise public awareness of the hazards of rip currents, how to escape them and survive, and to increase public safety and save lives.

Target audience(s)

Public at large and recreational swimmers.

Media used

Radio and television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	0	\$10,000	0	\$10,000
Total	0	\$10,000	0	\$10,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

Campaign #7

National Weather Service Lightning Awareness Campaign.

Purpose

To raise public awareness of the hazards of lightning, how to be prepared in order to remain safe, and to increase public safety and save lives.

Target audience(s)

Public at large.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$4,000	0	0	\$4,000
Total	\$4,000	0	0	\$4,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix II: PSA Campaign Activity and
Obligations: Department of Commerce, Fiscal
Year 2003–March 31, 2005**

Campaign #8

Northwestern Hawaiian Islands National Marine Sanctuary.

Purpose

To inform public of proposal to designate the Northwestern Hawaiian Islands as a national marine sanctuary; to inform the public of opportunities to participate in the designation process; and to motivate broad, informed public participation in the sanctuary designation process.

Target audience(s)

Public at large.

Media used

Radio, television, and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$99,995	0	\$99,995
Internal ^b	0	0	0	0
Total	0	\$99,995	0	\$99,995
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Campaign #9

NOAA Hurricane Hunter Aircraft.

Purpose

To inform citizens of hurricane monitoring by NOAA Hurricane Hunter Aircraft and supporting operations, and how those programs assist in developing and improving NOAA hurricane forecasting capabilities; and to increase and encourage hurricane awareness by the general public, with special emphasis on recognizing the importance of emergency warning based on forecasting programs.

Target audience(s)

Public at large.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$7,800	0	\$7,800
Internal ^b	0	0	0	0
Total	0	\$7,800	0	\$7,800
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

**Appendix II: PSA Campaign Activity and
Obligations: Department of Commerce, Fiscal
Year 2003–March 31, 2005**

Campaign #10

Census Bureau Thematic News Release Broadcast Feeds.

Purpose

To provide national, state and local data and statistical information via television news feature packages, soundbites, graphics, and radio tours in English and Spanish; and to provide data and statistical information about timely topics to the public at large.

Target audience(s)

The public at large.

Media used

Radio, television, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$110,896	\$160,708	0	\$271,604
Internal ^b	\$63,165	\$39,666	0	\$102,831
Total	\$174,061	\$200,374	0	\$374,435
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success

^dEvaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gDK = "Don't Know": Respondent indicated that the answer to the question was unknown.

Appendix III: PSA Campaign Activity and Obligations: Department of Defense, Fiscal Year 2003–March 31, 2005

Table 3: Summary of the Number of and Obligations for PSA Campaigns: Department of Defense

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			
		2003	2004	2005	Total
5	External ^a	\$14,628,500	\$7,649,998	\$13,348,856	\$35,627,354
	Internal ^b	\$428,611	\$433,443	\$296,147	\$1,158,201
	Total	\$15,057,111	\$8,083,441	\$13,645,003	\$36,785,555

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 4: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of Defense

Campaign #1

Operation Graduation.

Purpose

To raise awareness about the importance of staying in school and graduating from high school.

Target audience(s)

High school and middle school students, and parents of school-age students.

Media used

Radio, television, newspaper, outdoor billboards, Internet, mall tour, card game, video newsreels.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$1,500,000 ^h	\$1,500,000 ^h	\$750,000 ^h	\$3,750,000
Internal ^b	0	0	0	0
Total	\$1,500,000	\$1,500,000	\$750,000	\$3,750,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	DK ^g	

**Appendix III: PSA Campaign Activity and
Obligations: Department of Defense, Fiscal
Year 2003–March 31, 2005**

Campaign #2

Your Partner in Education.

Purpose

To be an inspiration to America's youth to continue with their education plans, to encourage America's youth to stay in school and graduate, not to give up on their life goals, and to consider the Air Force when making decisions about their future.

Target audience(s)

All young people (ages 16-24) and influencers (parents and teachers, among others).

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$205,000	\$212,550	\$106,200	\$523,750
Internal ^b	0	0	0	0
Total	\$205,000	\$212,550	\$106,200	\$523,750
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Campaign #3

Freedom.

Purpose

To raise general awareness of and instill pride in the Navy.

Target audience(s)

Public-at-large.

Media used

Radio, television, magazine, newspaper, and outdoor billboards.

Service Provider	Obligations			
	2003	2004	2005	Total
External ^a	\$149,000	\$119,000	\$32,000	\$300,000
Internal ^b	\$128,611	\$133,443	\$146,147	\$408,201
Total	\$277,611	\$252,443	\$178,147	\$708,201
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Appendix III: PSA Campaign Activity and Obligations: Department of Defense, Fiscal Year 2003–March 31, 2005

Campaign #4

America Supports You: Our Military Men and Women.

Purpose

To sustain and strengthen the morale of our Armed Forces by communicating the broad support of their fellow citizens for them and their families, especially military members serving far from home and in harm's way; to encourage Americans nationwide to show their support for our service members and their families.

Target audience(s)

Service members and their families at home and abroad, and citizens in all sectors and all ages nationwide.

Media used

Radio, magazines, newspaper, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	\$338,014	\$338,014
Internal ^b	0	0	0	0
Total	0	0	\$338,014	\$338,014
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
NA	NA	NA	NA	

Campaign #5

Today's Military: See It for What It Really Is.

Purpose

To inform and educate adult influencers (parents, coaches, teachers, and guidance counselors) about the value of military service and to increase the likelihood that they will recommend military service for the youth in their lives.

Target audience(s)

Adult influencers of youth, such as parents, coaches, teachers, and guidance counselors.

Media used

Television, magazines, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$12,774,500	\$5,818,448	\$12,122,642	\$30,715,590
Internal ^b	\$300,000	\$300,000	\$150,000	\$750,000
Total	\$13,074,500	\$6,118,448	\$12,272,642	\$31,465,590
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results Reported in other ^f	
Yes	Yes	Yes	No	

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success.

**Appendix III: PSA Campaign Activity and
Obligations: Department of Defense, Fiscal
Year 2003–March 31, 2005**

^dDepartment evaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gDK = "Don't Know", Respondent indicated that the answer to the question was unknown.

^hThis figure is an estimate provided by department officials.

Appendix IV: PSA Campaign Activity: Department of Health and Human Services, Fiscal Year 2003–March 31, 2005

Table 5: Summary of the Number of and Obligations for PSA Campaigns: Department of Health and Human Services

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			
		2003	2004	2005	Total
64	External ^a	\$8,086,786	\$13,832,300	\$6,211,205	\$28,130,291
	Internal ^b	\$1,603,212	\$1,552,212	\$1,463,450	\$4,618,874
	Total	\$9,689,998	\$15,384,512	\$7,674,655	\$32,749,165

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 6: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of Health and Human Services

Campaign #1

The Campaign to Rescue and Restore Victims of Human Trafficking.

Purpose

To inform victims of human trafficking (a form of modern-day slavery) and others about the protections, benefits, and services available to such persons under the Trafficking Victims Protection Act of 2000.

Target audience(s)

“Intermediaries” (those who are most likely to encounter a trafficking victim and whom they are most likely to trust).

Media used

Television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$10,000 ^h	\$10,000	0	\$20,000
Internal ^b	\$750	\$750	\$750	\$2,250
Total	\$10,750	\$10,750	\$750	\$22,250
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #2

Aspirin Therapy for Reducing Your Risk of Cardiovascular Events.

Purpose

To educate consumers that aspirin therapy for cardiovascular benefits is a regimen to be prescribed by a health care professional and that consumers should not self-medicate as a result of misdirected advertising.

Target audience(s)

All Americans, especially caregivers.

Media used

Magazine, Internet and leaflets.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$3,800	0	0	\$3,800
Internal ^b	\$2,600	0	0	\$2,600
Total	\$6,400	0	0	\$6,400

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #3

Medicines and Driving.

Purpose

To make consumers aware of the importance of reading the label on medicine to learn that the medicine's side effects may affect driving safely.

Target audience(s)

Drivers.

Media used

Magazines, Internet, and leaflets.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	0	0
Internal ^b	\$1,200	0	0	\$1,200
Total	\$1,200	0	0	\$1,200

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #4

Counterfeit Medicine.

Purpose

To inform consumers that medicine can be counterfeited, what the risks are, how to buy safely to avoid purchasing counterfeit drugs, how to report if you suspect you have received a counterfeit drug, and to encourage Americans to buy from reputable sources, such as U.S. state-licensed pharmacies.

Target audience(s)

Public at large and anyone who purchases drugs for others.

Media used

Magazine, newspaper, Internet, and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$2,800	0	0	\$2,800
Internal ^b	\$2,300	0	0	\$2,300
Total	\$5,100	0	0	\$5,100

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign name #5

Please Care Enough.

Purpose

To educate women about the safe use of medicines and supplements before, during, and after pregnancy, and to reduce the incidence of adverse events related to the use of medicine and supplements by women.

Target audience(s)

Women of child-bearing age.

Media used

Radio, television, magazine, and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	\$75	\$75
Internal ^b	\$1,000	0	\$25	\$1,025
Total	\$1,000	0	\$100	\$1,100

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #6

Long-Term Care Awareness Campaign.

Purpose

To raise awareness about the cost and options for long-term care for future and present Medicare beneficiaries, including awareness about what long-term care services Medicare does and does not cover, and to provide information about how to plan for long-term care.

Target audience(s)

Future and present Medicare beneficiaries.

Media used

Radio, television, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External	0	\$550,000	0	\$550,000
Internal	0	0	0	0
Total	0	\$550,000	0	\$550,000
Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f	
Yes	DK ^g			

Campaign #7

Head Start-For Your Children, Our Future (In Spanish).

Purpose

To increase Hispanic community knowledge about the Head Start Program by providing information on program eligibility requirements and benefits, to encourage Hispanics to participate in Head Start by telling them about the benefits of the program for their entire family.

Target audience(s)

Non-English-speaking Hispanics and immigrant Hispanics.

Media used

Radio and television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$183,890	0	\$183,890
Internal ^b	0	0	0	0
Total	0	\$183,890	0	\$183,890
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	Yes	Yes	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #8

AdoptUsKids Spanish-language campaign.

Purpose

To improve the awareness that children in the foster care system need permanent homes, and to increase the number of children in the foster care system that are adopted.

Target audience(s)

Spanish-speaking Americans.

Media used

Radio, television, magazine, newspaper, billboard, Internet, and bus shelter and transit cards.

Service provider	Obligations			Total
	2003	2004	2005	
External	0	0	\$278,318	\$278,318
Internal	0	0	0	0
Total	0	0	\$278,318	\$278,318

Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	Yes	Yes

Campaign #9

AdoptUsKids campaign.

Purpose

To improve the awareness that children in the foster care system need permanent homes, and to increase the number of children in the foster care system who are adopted.

Target audience(s)

Public at large.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$806,651	\$782,630	\$753,978	\$2,343,259
Internal ^b	0	0	0	0
Total	\$806,651	\$782,630	\$753,978	\$2,343,259

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	Yes	Yes

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #10

Ensuring Safe Use of Medicine-Risk Management Campaign

Purpose

To decrease harm to U.S public by decreasing medical error by advising consumers that all medicines have risks, and that they should weigh the benefits and risks of using medicine, use medicines correctly, and read the labels and follow directions.

Target audience(s)

Public-at-large; anyone who purchase or uses over the counter or prescription medicine.

Media used

Magazine, newspaper, outdoor billboard, Internet and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$4,000	0	\$1,800	\$5,800
Total	\$4,000	0	\$1,800	\$5,800

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #11

National Family Caregiver Support Program

Purpose

To educate the public on the new National Family Caregiver Support Program (NFCSP) and the services authorized under it, to get caregivers to use the new program.

Target audience(s)

Older people, their caregivers, and professionals who serve the elderly.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$247,955	0	0	\$247,955
Internal ^b	0	0	0	0
Total	\$247,955	0	0	\$247,955

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #12

Spanish-language Childhood Immunization.

Purpose

To address disparities in immunization coverage by developing, producing, testing, and distributing culturally relevant and language-appropriate immunization messages and media products targeted to Spanish-speaking and English-speaking Hispanics.

Target audience(s)

Members of the Hispanic community: parents, grandparents, guardians of children aged 2 years and younger, future parents and family members, providers of health care to children, and general audiences.

Media used

Radio, television, magazine, newspaper, billboard, Internet, posters, brochures, and calendars.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$500,000	\$500,000	\$500,000	\$1,500,000
Internal ^b	\$25,000	\$25,000	\$25,000	\$75,000
Total	\$525,000	\$525,000	\$525,000	\$1,575,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	DK ^g	Yes

Campaign #13

Carbon Monoxide Poisoning Prevention.

Purpose

To raise awareness about how to prevent carbon monoxide poisoning during a power outage.

Target audience(s)

English and Spanish speakers in the U.S. public. Efforts were focused on hurricane-stricken areas, but the messages are applicable for any emergency involving a power outage.

Media used

Radio, Internet, and in-store announcements.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	0	0
Internal ^b	0	\$1,600	\$550	\$2,150
Total	0	\$1,600	\$550	\$2,150
Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #14

Buying Medicine from Outside the United States.

Purpose

To inform consumers that drugs bought from sources outside the United States have risks, what the risks are, and how to purchase safely to avoid harm, and to encourage Americans to buy from reputable sources, such as U.S. state-licensed pharmacies.

Target audience(s)

Public at large, particularly those who purchase drugs for themselves or for others.

Media used

Magazine, newspaper, billboard, Internet and pharmacy leaflets.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$3,200	\$2,700	\$3,400	\$9,300
Internal ^b	\$3,000	\$5,500	\$2,800	\$11,300
Total	\$6,200	\$8,200	\$6,200	\$20,600

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #15

Warren Landfill.

Purpose

To increase public awareness regarding community exposure to hydrogen sulfide, to ensure public awareness of the danger of hydrogen sulfide, and to provide information on protective measures against exposure.

Target audience(s)

Residents of Warren, Ohio, living near the Warren landfill.

Media used

Radio.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	0	0
Internal ^b	0	\$600	0	\$600
Total	0	\$600	0	\$600

Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	DK ^g	DK ^g

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #16

Do the Right Dose.

Purpose

To raise awareness of how the legitimate use of prescription pain relievers can turn into misuse or abuse if directions are not fully understood and followed, and to encourage older adults to take prescription pain relievers as directed and, if a problem should develop, to contact their physician or 1-800-662-HELP.

Target audience(s)

Older adults.

Media used

Radio, television, magazine, newspaper, Internet, and posters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$20,000	0	\$20,000
Internal ^b	0	\$2,000	\$2,000	\$4,000
Total	0	\$22,000	\$2,000	\$24,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Campaign #17

Alaska-Heart Disease and Stroke Prevention.

Purpose

To encourage the public (especially women) to recognize the signs and symptoms of heart attack and to educate the public about controlling blood pressure.

Target audience(s)

Women, with a special focus on women in rural regions, people with high blood pressure and the professionals and laypeople that care for them, and Native Alaskans.

Media used

Radio and television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	\$31,500 ⁱ	\$31,500
Internal ^b	0	0	0	0
Total	0	0	\$31,500	\$31,500
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #18

American Heart Month.

Purpose

To provide education on heart attack warning signs and symptoms and the importance of calling 911.

Target audience(s)

General population but African-Americans and women in particular.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$32,500 ⁱ	0	\$32,500
Internal ^b	0	0	0	0
Total	0	\$32,500	0	\$32,500
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #19

American Stroke Month.

Purpose

To provide education on stroke warning signs and symptoms and the importance of calling 911.

Target audience(s)

General population and African-Americans and women in particular.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$42,520	0	\$42,520
Internal ^b	0	0	0	0
Total	0	\$42,520	0	\$42,520
Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #20

Hypertension Awareness.

Purpose

To educate the public about hypertension prevention and management in preventing heart disease and stroke.

Target audience(s)

General population and African-Americans and women in particular.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$60,000 ⁱ	0	\$60,000
Internal ^b	0	0	0	0
Total	0	\$60,000	0	\$60,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #21

Obesity Prevention and Management.

Purpose

To provide education on obesity prevention and management.

Target audience(s)

General population.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$8,833 ⁱ	0	\$8,833
Internal ^b	0	0	0	0
Total	0	\$8,833	0	\$8,833
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #22

Physical Activity: The Arthritis Pain Reliever.[1]

Purpose

To raise awareness of physical activity as a way to manage arthritis pain and increase function, to increase understanding of how to use physical activity to ease arthritis symptoms and prevent further disability, to enhance the confidence of persons with arthritis that they can be physically active, and to increase physical activity.

Target audience(s)

African-Americans or Caucasians aged 45 to 60, with a high school education or less and whose income is less than \$35,000 a year.

Media used

Radio, newspaper, point-of-encounter brochures, and posters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$134,000	\$12,000	0	\$146,000
Internal ^b	\$52,000	\$26,000	\$11,000	\$89,000
Total	\$186,000	\$38,000	\$11,000	\$235,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #23

Physical Activity: The Arthritis Pain Reliever.[2]

Purpose

To raise awareness of physical activity as a way to manage arthritis pain and increase function, to increase understanding of how to use physical activity to ease arthritis symptoms and prevent further disability, to enhance the confidence of persons with arthritis that they can be physically active, and to increase physical activity.

Target audience(s)

Spanish-speaking people of Hispanic origin who have arthritis and have incomes under \$35,000 per year, have less than a high school education, and whose arthritis threatens to affect valued life roles.

Media used

Radio, newspaper, point-of-encounter brochures, and posters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$346,000	\$402,000	0	\$748,000
Internal ^b	\$34,000	\$40,000	\$20,000	\$94,000
Total	\$380,000	\$442,000	\$20,000	\$842,000
Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #24

“CDC Director,” “Spaceman,” and “Faces” Theme: Influenza Vaccination.

Purpose

To increase awareness of the shortage of influenza vaccine in the United States in fall 2004, and to encourage persons at high risk for getting the flu to seek immunization, and to explain who should get shots during a year when prioritization is necessary.

Target audience(s)

Persons at high risk for contracting influenza.

Media used

Radio, television, billboards, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$542,567	0	\$542,567
Internal ^b	0	0	0	0
Total	0	\$542,567	0	\$542,567

Campaign was evaluated for success	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
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DK^g

Campaign #25

Florida-Heart Disease and Stroke Prevention.

Purpose

To conduct awareness campaigns about the signs and symptoms of heart attack and stroke, and the importance of calling 911.

Target audience(s)

Adults, especially women, and different population groups within the county.

Media used

Radio, newspaper, brochures, and posters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$260,000	0	\$260,000
Internal ^b	0	0	0	0
Total	0	\$260,000	0	\$260,000

Campaign was evaluated for success	Campaign showed success	Results reported in GPRA ^e	Results reported in other ^f
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Yes	DK ^g	No	No
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**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #26

Stauffer Chemical Company Health Study.

Purpose

To encourage former workers of the Stauffer Chemical plant to receive free health screening as part of participation in a health study to determine chemical exposure.

Target audience(s)

Former employees of the Tarpon Springs, Florida, Stauffer chemical plant.

Media used

Radio.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$2,500	0	\$2,500
Internal ^b	0	\$500	0	\$500
Total	0	\$3,000	0	\$3,000

Campaign was evaluated for success ^a	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	DK ^g	DK ^g

Campaign #27

Kentucky-Stroke Prevention.

Purpose

To increase awareness about signs and symptoms of stroke and the urgent need to call 911 upon recognizing these symptoms.

Target audience(s)

Louisville demographic market area.

Media used

Television, newspaper, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	\$64,618	\$64,618
Internal ^b	0	0	0	0
Total	0	0	\$64,618	\$64,618

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #28

North Carolina—Relationship between High Blood Pressure and Stroke.

Purpose

To encourage people to take charge of controlling their blood pressure, to be aware of the relationship between high blood pressure and stroke, and to recognize the signs and symptoms of stroke.

Target audience(s)

Adults 35-65, African-Americans, and high-risk communities.

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	\$250,000 ⁱ	\$250,000
Internal ^b	0	0	0	0
Total	0	0	\$250,000	\$250,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #29

Screen for Life: National Colorectal Cancer Action Campaign.

Purpose

To increase screening rates and save lives among Americans aged 50 or older.

Target audience(s)

Men and women aged 50 years or older, including English and Spanish speakers and African-Americans.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$656,500	0	\$1,175,000	\$1,831,500
Internal ^b	0	0	0	0
Total	\$656,500	0	\$1,175,000	\$1,831,500
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	DK ^g	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #30

Steps to a Healthier Austin, Texas.

Purpose

To increase public awareness of Steps to a Healthier Austin Initiative, Walk-Texas-Active Austin Program.

Target audience(s)

African-Americans, Hispanic-Americans, women, and the general population.

Media used

Radio, newspaper, and billboard.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$106,267 ^j	0	\$106,267
Internal ^b	0	0	0	0
Total	0	\$106,267	0	\$106,267
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

Campaign #31

Steps to a Healthier Washington.

Purpose

To increase diabetes prevention awareness.

Target audience(s)

Those at risk of diabetes in Clark County, particularly older adults and those with low incomes and low levels of literacy, also women aged 24 to 44 and parents of children up to 18 in Chelan, Douglas, and Okanogan counties.

Media used

Radio and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$75,000 ^j	0	\$75,000
Internal ^b	0	0	0	0
Total	0	\$75,000	0	\$75,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #32

Utah-Heart Disease and Stroke Prevention.

Purpose

To educate the Utah public about stroke signs and symptoms of stroke.

Target audience(s)

Utah residents over 40.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$25,000	0	\$25,000
Internal ^b	0	0	0	0
Total	0	\$25,000	0	\$25,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #33

As You Age.

Purpose

To educate older adults about the inherent dangers of prescription medication misuse, including mixing certain medications and alcohol.

Target audience(s)

Older adults (age 65 or older) and caregivers of older adults.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$55,000	0	0	\$55,000
Internal ^b	\$9,440	\$4,000	0	\$13,440
Total	\$64,440	\$4,000	0	\$68,440

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #34

Generic Drug Education Program.

Purpose

To educate and inform users that generic drug products are safe and effective; to educate the public about generic drug efficacy, quality, and safety; and to reduce the fears associated with deciding to use generic drugs.

Target audience(s)

Users of prescription drug products.

Media used

Radio, magazine, newspaper, billboard, Internet, movie theater ads, pharmacy leaflets, and bus and subway ads.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$101,000	\$276,500	\$275,475	\$652,975
Internal ^b	\$20,000	\$34,197	\$124,525	\$178,722
Total	\$121,000	\$310,697	\$400,000	\$831,697

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #35

National Youth Violence Awareness Game Night.

Purpose

To promote adolescent health and engender a culture of prevention and heightened sense of health, to continue to raise awareness of youth violence prevention programs and services, and to continue efforts to reduce youth violence in U.S. communities.

Target audience(s)

Youth ages 8-16.

Media used

Radio, television, Internet, and arena televisions.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	\$20,000	\$20,000
Internal ^b	0	0	0	0
Total	0	0	\$20,000	\$20,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	DK ^g		

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #36

Over-the-Counter Pain and Fever Relievers.

Purpose

To educate consumers about the implications of using medicines without following the label directions or the advice of a health care professional, to make consumers aware that the use of over-the-counter pain- and fever-reducing medicines is serious, and to encourage consumers to read labels and use medicines as directed.

Target audience(s)

All Americans, especially caregivers.

Media used

Magazine, newspaper, Internet, and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$20,000	\$7,700	0	\$27,700
Internal ^b	\$4,500	\$3,000	0	\$7,500
Total	\$24,500	\$10,700	0	\$35,200

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #37

Caring for Loved Ones with Alzheimer's Disease.

Purpose

To reach out to caregivers of people with Alzheimer's disease (AD) and others who have questions or are seeking information about the disease to let them know that reliable, practical information is available free; to create awareness of the National Institute on Aging's home safety brochure, *Caregiver Guide*, and the publication *Alzheimer's Disease: Unraveling the Mystery*; and to let people know how to order free copies of these materials.

Target audience(s)

Family members who provide in-home care to people with AD, the public, people with early-stage AD, family members, and friends.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$86,374	0	0	\$86,374
Internal ^b	0	0	0	0
Total	\$86,374	0	0	\$86,374

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #38

Fitness for Life.

Purpose

To encourage older adults to call the National Institute on Aging's toll-free information center to obtain a copy of *A Guide from the National Institute on Aging*.

Target audience(s)

Adults over the age of 50.

Media used

Displays on buses and at Metrorail stations.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$20,229	\$19,370	0	\$39,599
Internal ^b	0	0	0	0
Total	\$20,229	\$19,370	0	\$39,599

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #39

Prevention of Underage Drinking.

Purpose

To prevent underage drinking and its associated problems, to provide teens with a positive message about not using alcohol, and to encourage parents to talk with children about underage drinking.

Target audience(s)

Youth ages 11 to 14 and parents.

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$307,994	\$144,432	\$48,888	\$501,314
Internal ^b	0	0	0	0
Total	\$307,994	\$144,432	\$48,888	\$501,314

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #40

Babies Sleep Safest on Their Backs/Safe Sleep for Your Baby.

Purpose

To increase the number of African-American parents and caregivers who place their babies on their backs to sleep, to reduce the disparity in back sleeping between white and black infants, and ultimately to reduce the risk of sudden infant death syndrome.

Target audience(s)

African-American parents and caregivers who can influence a baby's sleeping position.

Media used

Radio, magazine, and bus and subway station ads.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$61,690	\$24,805	\$86,495
Internal ^b	0	\$20,000	\$15,000	\$35,000
Total	0	\$81,690	\$39,805	\$121,495

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #41

Jack and Jill.

Purpose

To highlight the connection between drug abuse and human immunodeficiency virus (HIV) and to educate Americans that drug abuse can increase the risk of contracting HIV.

Target audience(s)

Primary: young adults 18-24, including African-American and Hispanic populations; secondary: teens 15-18.

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$35,000	0	0	\$35,000
Internal ^b	0	0	0	0
Total	\$35,000	0	0	\$35,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	No	No

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #42

Game Plan.

Purpose

To convey the dangers of abusing steroids; to encourage Americans not to use anabolic steroids to enhance their performance or appearance.

Target audience(s)

Youth aged 13-18 and their caregivers.

Media used

Television, magazine, newspaper, Internet, and free posters sent to schools and other organizations.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$35,000	0	0	\$35,000
Internal ^b	0	0	0	0
Total	\$35,000	0	0	\$35,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #43

“Paremos el VIH, Empieza Tu” Theme: HIV Testing.

Purpose

To bring awareness of the human immunodeficiency virus (HIV) epidemic in the United States to the large and growing Hispanic population and let them know about the availability of testing, treatment, and care; to encourage Latinos at risk for HIV to seek testing, counseling, and treatment, if necessary.

Target audience(s)

Latino men and women ages 18-54.

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$270,000	\$29,000	\$299,000
Internal ^b	0	0	0	0
Total	0	\$270,000	\$29,000	\$299,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #44

Como su ojos.

Purpose

To increase awareness of the importance of dilated eye exams for Hispanics with diabetes.

Target audience(s)

Hispanics with diabetes and their families and friends.

Media used

Radio and television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$60,680	0	\$60,680
Internal ^b	0	0	0	0
Total	0	\$60,680	0	\$60,680
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Campaign #45

Choose Respect.

Purpose

To prevent dating abuse; to reinforce the social norms among adolescents that any form of violence between males and females—whether physical or verbal—is inappropriate or unacceptable.

Target audience(s)

Youth ages 11 to 14.

Media used

Radio, television, Internet, brochures, and movie theater ads.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$840,322	\$807,533	\$1,000,000	\$2,647,855
Total	\$840,322	\$807,533	\$1,000,000	\$2,647,855
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	DK ^g			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #46

Take a Stand. Lend a Hand. Stop Bullying Now!

Purpose

To improve the health of America’s “tween” population (ages 9-13 years), to raise awareness about bullying, to prevent and reduce bullying behaviors, to identify interventions for tweens and those who influence them, and to foster and enhance linkages among partners.

Target audience(s)

Public at large, parents, children (9-13), health educators, school counselors, resource officers, mental health professionals, and faith-based leaders.

Media used

Radio, television, magazine, and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$1,488,703	0	\$1,488,703
Internal ^b	0	\$126,132	0	\$126,132
Total	0	\$1,614,835	0	\$1,614,835
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

Campaign #47

The Heart Truth Campaign.

Purpose

To increase awareness that heart disease is the number-one killer of women, particularly women of color; to increase awareness of the risk factors that can lead to heart disease, disability, and death; and to encourage women to talk with their doctors.

Target audience(s)

Women, ages 40 to 60.

Media used

Radio, television, magazine, Internet, airport dioramas, and Metro station billboard ads.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$996,000	\$1,783,000	\$1,438,000	\$4,217,000
Internal ^b	\$280,000	\$178,000	\$122,000	\$580,000
Total	\$1,276,000	\$1,961,000	\$1,560,000	\$4,797,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #48

Get Smart: Know When Antibiotics Work.

Purpose

To educate consumers and health-care providers about the importance of the use of antibiotics and to reduce the incidence of antibiotic resistance.

Target audience(s)

Public at large and health care providers.

Media used

Radio, television, magazine, newspaper, and billboard.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$46,000	0	\$15,000	\$61,000
Internal ^b	\$7,500	\$3,000	\$1,000	\$11,500
Total	\$53,500	\$3,000	\$16,000	\$72,500

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
DK ^g			

Campaign #49

Be Smart about Your Heart. Control the ABCs of Diabetes.

Purpose

To increase the awareness among people with diabetes and health care providers that heart disease is a major complication and the leading cause of premature death for people with diabetes, and to encourage health care providers to help their patients control their diabetes.

Target audience(s)

People with diabetes and the people who support them, African-Americans, Hispanics, American Indians and Alaskan Natives, Asian Americans and Pacific Islanders, and health care providers.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$175,000	\$20,000	\$55,000	\$250,000
Internal ^b	0	0	0	0
Total	\$175,000	\$20,000	\$55,000	\$250,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	DK ^g		

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #50

Reading the Over-the-Counter Medicine Label.

Purpose

To ensure consumers understand how to use their medicines, what's in their medicines, and the side effects of their medicine; to educate consumers about the new over-the-counter drug facts label; and to encourage consumers to read medicine labels.

Target audience(s)

All Americans, especially caregivers.

Media used

Radio, magazine, newspaper, Internet, movie theater slides, Metrorail, and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$24,500	\$7,800	0	\$32,300
Internal ^b	\$5,600	\$3,200	\$2,750	\$11,550
Total	\$30,100	\$11,000	\$2,750	\$43,850

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #51

Buying Medicine and Medical Products Over the Internet.

Purpose

To inform consumers that buying drugs over the Internet has risks, what the risks are, how to avoid the risks, and how to report Internet sites that are selling drugs; to encourage Americans, if they buy drugs online, to buy from reputable sources, such as U.S.state-licensed pharmacies.

Target audience(s)

Public at large, especially those who purchase drugs for themselves or for others.

Media used

Magazine, newspaper, Internet, and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$15,000	\$9,000	\$3,600	\$27,600
Internal ^b	\$4,000	\$3,200	\$3,000	\$10,200
Total	\$19,000	\$12,200	\$6,600	\$37,800

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #52

Small Steps, Big Rewards. Prevent Type 2 Diabetes.

Purpose

To help translate and promote the findings from the Diabetes Prevention Program trial that showed people at high risk for type 2 diabetes can prevent or delay the disease by losing a modest amount of weight through increased physical activity, to help people at risk for type 2 diabetes become aware of and take steps to prevent or delay the disease and its complications, and to educate health care providers about how to help their patients make life style changes to prevent or delay type 2 diabetes.

Target audience(s)

People at risk for type 2 diabetes, including African-Americans, Hispanics, American Indian and Alaskan Natives, Asian Americans and Pacific Islanders, older adults, and health care providers.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$390,000	\$320,000	\$115,000	\$825,000
Internal ^b	0	0	0	0
Total	\$390,000	\$320,000	\$115,000	\$825,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	DK ^g			

Campaign #53

Your Environment IS Your Health.

Purpose

To raise awareness of environmental hazards around the home and to provide suggestions for avoiding these types of exposures—especially for young children.

Target audience(s)

English- and Spanish-speaking parents, child care providers, and children.

Media used

Radio, television, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$39,000	0	0	\$39,000
Internal ^b	0	0	0	0
Total	\$39,000	0	0	\$39,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #54

Real Men Real Depression.

Purpose

To raise awareness in men across the country that men get depression and that depression is a real and treatable illness, and to enable Americans to better identify the signs and symptoms of depression.

Target audience(s)

American men (English- and Spanish-speaking) who are experiencing or have experienced depression and their families and the public at large.

Media used

Radio, television, magazine, newspaper, billboard, Internet, bus side ads, and table tents.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$1,006,860	\$754,920	\$400,200	\$2,161,980
Internal ^b	\$67,000	\$48,000	\$62,000	\$177,000
Total	\$1,073,860	\$802,920	\$462,200	\$2,338,980
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

Campaign #55

Know Stroke. Know the Signs. Act in Time.

Purpose

To increase public awareness of the symptoms of stroke and the need to take immediate action to get treatment, to get more Americans successfully treated for stroke, and to reduce disability and morbidity from stroke.

Target audience(s)

African-Americans and senior citizens.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$74,500	\$20,500	\$95,000
Internal ^b	0	0	0	0
Total	0	\$74,500	\$20,500	\$95,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #56

Closing the Health Gap.

Purpose

To improve the health of racial and ethnic minority populations by encouraging routine health screenings, linking people to health information and services, educating communities about healthy living and disease prevention, and mobilizing communities to plan local health activities.

Target audience(s)

African-Americans, Hispanics, American Indians and Alaska Natives, Asian Americans, and Pacific Islanders.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$1,208,700	\$2,220,000	0	\$3,428,700
Internal ^b	0	0	0	0
Total	\$1,208,700	\$2,220,000	0	\$3,428,700
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	Yes	Yes	

Campaign #57

National Breast-feeding Awareness Campaign.

Purpose

To increase breast-feeding rates in the United States; to encourage first-time parents to breast-feed their children exclusively for 6 months by increasing their awareness of breast-feeding, and by increasing their awareness of the risks of not breast-feeding; to increase support of society for breast-feeding mothers so that it is normal, desirable, and achievable.

Target audience(s)

First-time mothers who would not normally breast-feed and their partners, especially low-income and African-American families and grandmothers of infants.

Media used

Radio, television, magazine, newspaper, billboard, Internet, and posters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$452,771	\$727,364	\$212,148	\$1,392,283
Internal ^b	\$204,000	\$207,000	\$46,250	\$457,250
Total	\$656,771	\$934,364	\$258,398	\$1,849,533
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	Yes	No	

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #58

National Public Health Campaigns: The Anti-Stigma Campaign and the National Underage Drinking Campaign.

Purpose

To delay the onset of underage drinking and reduce underage drinking by increasing communications between parent and youth concerning alcohol-related issues.

Target audience(s)

Parents and children.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$1,829,234 ⁱ	0	\$1,829,234
Internal ^b	0	0	0	0
Total	0	\$1,829,234	0	\$1,829,234

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
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No

Campaign #59

National Association of State Mental Health Program Directors.

Purpose

To socially market and communicate technical assistance for the Community Mental Health Service for children and their families.

Target audience(s)

Children and their families.

Media used

Radio and television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$150,000	0	0	\$150,000
Internal ^b	0	0	0	0
Total	\$150,000	0	0	\$150,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
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No

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #60

Learn the Signs. Act Early.

Purpose

To encourage parents to research the various milestones their children should be reaching by visiting the Web site (www.cdc.gov/actearly) or calling a toll-free phone number.

Target audience(s)

Parents between the ages of 18 and 35 with young children, health care professionals, child care providers and early educators, as well as other individuals who play an important role in the lives of young children.

Media used

Radio, television, magazine, and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	\$358,000	\$358,000
Internal ^b	0	0	0	0
Total	0	0	\$358,000	\$358,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #61

Educating the Hispanic Community about Listeria.

Purpose

To educate the Hispanic community about the risk of eating cheese made with unpasteurized milk.

Target audience(s)

Hispanic population.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$68,000	0	\$68,000
Internal ^b	0	\$3,000	0	\$3,000
Total	0	\$71,000	0	\$71,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	DK ^g	DK ^g

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #62:

Promoting the appropriate use of antibiotics for upper respiratory infections.

Purpose

To address antibiotic resistance by encouraging the judicious use of antibiotics by the public.

Target audience(s)

Parents of young children, healthy adults, Spanish speakers.

Media used

Radio, television, magazine, newspaper, and billboard.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$188,000	\$71,000	\$10,000	\$269,000
Internal ^b	\$15,000	\$10,000	\$3,000	\$28,000
Total	\$203,000	\$81,000	\$13,000	\$297,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No response provided to these questions			

Campaign #63:

Misuse of Prescription Pain Relievers.

Purpose

To inform consumers of the risks of misusing or abusing prescription pain relievers, and to inform and educate young people of the dangers of nonmedical uses of pain relievers and the potential for abuse or misuse leading to addiction.

Target audience(s)

Fourteen- to 25- year-olds and the general public.

Media used

Radio, television, magazine, Internet, and pharmacy leaflets.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$23,452	0	\$1,700	\$25,152
Internal ^b	\$20,000	0	\$20,000	\$40,000
Total	\$43,452	0	\$21,700	\$65,152

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix IV: PSA Campaign Activity:
Department of Health and Human Services,
Fiscal Year 2003–March 31, 2005**

Campaign #64:

Steps to a Healthier Florida – Hillsborough County.

Purpose

To create awareness about the Steps to a Healthier US Initiative, focusing on asthma, diabetes, obesity, tobacco use, nutrition, and physical activity; to create the awareness needed to ensure the success of Steps program initiatives.

Target audience(s)

African American community, Hispanic community; and all other residents of Hillsborough County, Florida.

Media used

Radio, television, outdoor billboard, Internet, and direct mail.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	0	\$127,000	\$127,000
Internal ^b	0	0	0	0
Total	0	0	\$127,000	\$127,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success

^dDepartment evaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gDK="Don't Know": Respondent indicated that the answer to the question was unknown.

^hThis figure is an estimate provided by department officials.

ⁱDepartment officials indicated this figure was obligated for an unknown year between 2003 and 2005, inclusive.

^jDepartment officials indicated this figure was obligated for all years, 2003 through 2005, inclusive.

Appendix V: PSA Campaign Activity: Department of Homeland Security, Fiscal Year 2003–March 31, 2005

Table 7: Summary of the Number of and Obligations for PSA Campaigns: Department of Homeland Security

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			Total
		2003	2004	2005	
4	External ^a	\$2,707,943	\$6,242,204	\$5,721,399	\$14,671,546
	Internal ^b	0	\$350,000	\$480,000	\$830,000
	Total	\$2,707,943	\$6,592,204	\$6,201,399	\$15,501,546

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 8: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of Homeland Security

Campaign #1

Welcome to the United States: A Guide for New Immigrants.

Purpose

To roll out a new guide intended to orient new permanent residents and to advertise the availability of the guide online and for purchase through the Government Printing Office.

Target audience(s)

New permanent residents.

Media used

Radio and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	\$33,491	\$33,491
Internal ^b	0	0	0	0
Total	0	0	\$33,491	\$33,491
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix V: PSA Campaign Activity:
Department of Homeland Security,
Fiscal Year 2003–March 31, 2005**

Campaign #2

National Recreational Boating Safety Outreach Program.

Purpose

To promote national boating education, safety, and awareness, and to ensure our ports and local waterways meet the demand for a safe, secure environment.

Target audience(s)

Public participating in recreational boating activities.

Media used

Radio, television, magazine, and Internet.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$207,943	\$181,372	\$280,723	\$670,038
Internal ^b	0	0	0	0
Total	\$207,943	\$181,372	\$280,723	\$670,038

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #3

The Ready Campaign, including Listo America and Listo Negocios.

Purpose

To increase awareness about the importance of being prepared for emergencies, to motivate individuals to take basic preparedness steps, and to increase the level of basic preparedness across the nation.

Target audience(s)

The public at large, especially parents and families and small to medium-sized businesses.

Media used

Radio, television, magazine, newspaper, billboard, Internet, and Yellow Pages directories.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$3,440,832	\$2,907,185	\$6,348,017
Internal ^b	0	\$350,000 ^g	\$480,000	\$830,000
Total	0	\$3,790,832	\$3,387,185	\$7,078,017

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
Yes	Yes	No	Yes

**Appendix V: PSA Campaign Activity:
Department of Homeland Security,
Fiscal Year 2003–March 31, 2005**

Campaign #4

U.S. Coast Guard Military Recruiting.

Purpose

To recruit quality military personnel for the U.S. Coast Guard, to create awareness of opportunities, and to generate prospective leads for recruiters to achieve recruitment goals and mission.

Target audience(s)

Young people; typically recent high school graduates.

Media used

Radio, television, direct mail, and NASCAR.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$2,500,000	\$2,620,000	\$2,500,000	\$7,620,000
Internal ^b	0	0	0	0
Total	\$2,500,000	\$2,620,000	\$2,500,000	\$7,620,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success.

^dDepartment evaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gThis figure is an estimate provided by department officials.

Appendix VI: PSA Campaign Activity: Department of the Interior, Fiscal Year 2003–March 31, 2005

Table 9: Summary of the Number of and Obligations for PSA Campaigns: Department of the Interior

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			
		2003	2004	2005	Total
15	External ^a	\$107,972	\$155,759	\$6,197	\$269,928
	Internal ^b	\$76,357	\$85,197	\$58,208	\$219,762
	Total	\$184,329	\$240,956	\$64,405	\$489,690

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 10: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of the Interior

Campaign #1

National Wildlife Refuge System Centennial Alaska.

Purpose

To make Alaskans and Alaskan tourists aware of the Refuge System Centennial and the 16 refuges in Alaska.

Target audience(s)

Alaska commercial and public radio listeners.

Media used

Radio.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	\$2,800	0	0	\$2,800
Internal ^b	\$650	0	0	\$650
Total	\$3,450	0	0	\$3,450

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #2

National Wildlife Refuge System Centennial Celebration.

Purpose

To raise awareness among citizens of the continuing conservation mission of the U.S. Fish and Wildlife Service and its partners, and to encourage direct involvement with local national wildlife refuges.

Target audience(s)

All passengers on Delta Airlines domestic flights during January and February 2003.

Media used

Internet and in-flight video.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$14,300	0	0	\$14,300
Internal ^b	\$2,500	0	0	\$2,500
Total	\$16,800	0	0	\$16,800

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
DK ^g			

Campaign #3

General Wildland Fire Prevention and Homeowner Education.

Purpose

To increase public awareness of wildland fire; to educate both the public and homeowners about being “firewise”; and to encourage reductions in the causes of, threats to, and consequences of wildfire.

Target audience(s)

General public and homeowners in the wildland-urban interface area.

Media used

Radio and television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$1,240 ^h	0	\$1,240
Internal ^b	0	\$3,200	0	\$3,200
Total	0	\$4,440	0	\$4,440

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #4

General Fire Prevention and Homeowner Education.

Purpose

To increase public awareness of wildland fire prevention, ecology, history, and management; to encourage reductions in the causes of, threats to, and consequences of wildfire.

Target audience(s)

General public and homeowners in the wildland-urban interface area.

Media used

Radio.

Service provider	Obligation			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$4,800 ^h	0	0	\$4,800
Total	\$4,800	0	0	\$4,800

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
DK ^g			

Campaign #5

Buy Authentic Indian Arts and Crafts [1].

Purpose

To promote authentic Native American arts and crafts; to educate the public about the Indian Arts and Crafts Act, a consumer protection law; to encourage Americans, especially tourists, to be educated and careful consumers.

Target audience(s)

Public at large.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$11,900	0	\$11,900
Internal ^b	0	0	0	0
Total	0	\$11,900	0	\$11,900

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #6

Indian Art and Craft Authenticity [2].

Purpose

To encourage the purchase of only authentic Indian arts and crafts.

Target audience(s)

Buyers of Indian arts and crafts.

Media used

Radio and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	0	\$60	0	\$60
Total	0	\$60	0	\$60

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #7

Santa Fe Indian Craft Authenticity.

Purpose

To encourage purchase of only authentic Indian arts and crafts and to encourage visits to the Indian Art and Craft Board booth in Santa Fe for information on nonauthentic goods.

Target audience(s)

Buyers of Indian arts and crafts.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$62	0	0	\$62
Total	\$62	0	0	\$62

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #8

Firewise.

Purpose

To reduce wildfires and to encourage people who live near wildlands to visit www.firewise.org or their local fire department to learn how to reduce the risk of wildfires.

Target audience(s)

People who live near wildlands.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$185	0	0	\$185
Total	\$185	0	0	\$185

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #9

Travel Campaign.

Purpose

To inform Americans about recreational opportunities on national wildlife refuges and to encourage individuals to visit national wildlife refuges and to learn more about the mission and goals of the national wildlife refuges.

Target audience(s)

Traveling public, public at large, international visitors.

Media used

Magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$25,645	0	\$25,645
Internal ^b	0	0	\$881	\$881
Total	0	\$25,645	\$881	\$26,526

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #10

Take Pride in America.

Purpose

To encourage volunteerism on America’s public lands.

Target audience(s)

Public at large.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$40	0	0	\$40
Total	\$40	0	0	\$40

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #11

North Carolina First Flight Centennial Celebration.

Purpose

To educate the public about the history of the world’s first powered, controlled flight; to inform the public about the special events scheduled to celebrate the 100th anniversary of that event; to encourage the public to learn more about this event; and to participate in the special programs scheduled to commemorate it.

Target audience(s)

Public at large.

Media used

Radio, television, magazine, newspaper, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$67,446	\$115,771	0	\$183,217
Internal ^b	0	0	0	0
Total	\$67,446	\$115,771	0	\$183,217

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
DK ^g			

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #12

Hike Smart (originally called Heat Kills—Hike Smart).

Purpose

To provide educational information to park visitors on the hazards of hiking in the inner canyon during the summer months, when temperatures can exceed 100 degrees and to reduce the number of heat-related illnesses and fatalities at the park each spring and summer.

Target audience(s)

Day hikers coming to Grand Canyon National Park during spring and summer months.

Media used

Radio, billboard, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$16,426	\$1,203	\$6,197	\$23,826
Internal ^b	\$48,080	\$81,937	\$57,327	\$187,344
Total	\$64,506	\$83,140	\$63,524	\$211,170
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	Yes	

Campaign #13

Clark and Lewis 100th Meridian Initiative Zebra Mussel Awareness.

Purpose

To prevent the spread of zebra mussels to the west during the Lewis and Clark Bicentennial commemoration; to promote the importance of cleaning boating equipment to prevent the spread of zebra mussels.

Target audience(s)

Boating, fishing, and aquatic recreation community and Lewis and Clark commemoration participants.

Media used

Radio, newspaper, Internet, and Traveler Information Station systems.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$17,000	0	0	\$17,000
Total	\$17,000	0	0	\$17,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
No				

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

Campaign #14

National Wildlife Refuge Centennial.

Purpose

To raise awareness of the National Wildlife Refuge System during the Centennial Year; to inform the public how to get information about visiting national wildlife refuges.

Target audience(s)

Theatre filmgoers.

Media used

Movie slides for presentation at theaters.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$7,000	0	0	\$7,000
Internal ^b	\$3,000 ^h	0	0	\$3,000
Total	\$10,000	0	0	\$10,000

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Campaign #15

Holiday Greetings to Members of America’s Armed Forces.

Purpose

To maintain morale of members of America’s armed forces during the holiday season.

Target audience(s)

Members of America’s armed forces.

Media used

Radio.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	0	0	0
Internal ^b	\$40	0	0	\$40
Total	\$40	0	0	\$40

Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f
No			

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success

^dEvaluation indicated PSA campaign had success in achieving goals.

**Appendix VI: PSA Campaign Activity:
Department of the Interior,
Fiscal Year 2003–March 31, 2005**

^aResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^bResults of department's evaluation were reported in other, non-GPRA, performance reports.

^cDK="Don't Know": Respondent indicated that the answer to the question was unknown.

^dThis figure is an estimate provided by department officials.

Appendix VII: PSA Campaign Activity and Obligations: Department of the Treasury, Fiscal Year 2003–March 31, 2005

Table 11: Summary of the Number of and Obligations for PSA Campaigns: Department of the Treasury

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			
		2003	2004	2005	Total
4	External ^a	\$34,514,517	\$24,492,638	\$3,862,474	\$62,869,629
	Internal ^b	\$710,000	\$1,161,700	\$352,125	\$2,214,825
	Total	\$35,215,517	\$25,654,338	\$4,214,599	\$65,084,454

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 12: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of the Treasury

Campaign #1

Earned Income Tax Credit.

Purpose

To encourage voluntary compliance, to increase awareness of the earned income tax credit and its qualifications, and to reduce the number of erroneous claims.

Target audience(s)

Low-income working families and tax practitioners.

Media used

Radio, television, magazine, newspaper, billboard, Internet, and direct mail.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$1,500,000	\$3,000,000	\$1,157,000	\$5,657,000
Internal ^b	\$383,000	\$907,700	\$300,000	\$1,590,700
Total	\$1,883,000	\$3,907,700	\$1,457,000	\$7,247,700
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

Appendix VII: PSA Campaign Activity and Obligations: Department of the Treasury, Fiscal Year 2003–March 31, 2005

Campaign #2

Electronic Filing.

Purpose

To encourage taxpayers to file electronically, and to increase Electronic Filing to Congressionally mandated 80% level.

Target audience(s)

Taxpayer, tax practitioners and business taxpayers.

Media used

Radio, television, magazine, outdoor billboard, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$12,000,000	\$18,000,000	0	\$30,000,000
Internal ^b	\$266,000	\$200,000	\$24,000	\$490,000
Total	\$12,266,000	\$18,200,000	\$24,000	\$30,490,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

Campaign #3

Taxpayer Advocate Service.

Purpose

To comply with the Restructuring and Reform Act of 1998 by educating taxpayers about Taxpayer Advocate Service (TAS) services and how to contact TAS.

Target audience(s)

Taxpayers, tax practitioners, and small business owners.

Media used

Radio, magazine, and newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$1,500,000	\$500,000	\$700,000	\$2,700,000
Internal ^b	\$52,000	\$54,000	\$28,125	\$134,125
Total	\$1,552,000	\$554,000	\$728,125	\$2,834,125
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	Yes	

Appendix VII: PSA Campaign Activity and Obligations: Department of the Treasury, Fiscal Year 2003–March 31, 2005

Campaign #4

The New Color of Money: Safer. Smarter. More Secure.

Purpose

To communicate awareness about the redesigned currency and its key authentic features.

Target audience(s)

Public at large—primarily users of U.S. currency—both domestically and internationally.

Media used

Radio, television, magazine, newspaper, billboard, and Internet.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$19,514,517	\$2,992,638	\$2,005,474	\$24,512,629
Internal ^b	0	0	0	0
Total	\$19,514,517	\$2,992,638	\$2,005,474	\$24,512,629
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	No	No	

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success

^dDepartment evaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gDK="Don't Know": Respondent indicated that the answer to the question was unknown.

Appendix VIII: PSA Campaign Activity and Obligations: Department of Veterans Affairs, Fiscal Year 2003–March 31, 2005

Table 13: Summary of the Number of and Obligations for PSA Campaigns: Department of Veterans Affairs

Number of reported PSA campaigns	Service provider	Obligations incurred (in dollars)			
		2003	2004	2005	Total
3	External ^a	\$8,000	\$296,484	0	\$304,484
	Internal ^b	0	\$1,500	0	\$1,500
	Total	\$8,000	\$297,984	0	\$305,984

Source: GAO analysis of data submitted by department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

Table 14: PSA Campaign Activity for Fiscal Year 2003-March 31, 2005: Department of Veterans Affairs

Campaign #1

Our Turn to Serve.

Purpose

To make returning veterans and their families aware of Department of Veterans Affairs (VA) services and to smooth the transition of returning veterans.

Target audience(s)

Active duty service members (and families and supporters) and the public at large.

Media used

Television.

Service provider	Obligations			
	2003	2004	2005	Total
External ^a	0	\$15,000	0	\$15,000
Internal ^b	0	\$1,500	0	\$1,500
Total	0	\$16,500	0	\$16,500
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	DK ^g	

**Appendix VIII: PSA Campaign Activity and
Obligations: Department of Veterans Affairs,
Fiscal Year 2003–March 31, 2005**

Campaign #2

Veterans Day feature package.

Purpose

To create awareness among veterans of VA benefits and services for veterans and to encourage veterans and their families to use benefits for which they are eligible.

Target audience(s)

Veterans and their families and the public at large.

Media used

Newspaper.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	\$8,000	\$8,000	0	\$16,000
Internal ^b	0	0	0	0
Total	\$8,000	\$8,000	0	\$16,000
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	DK ^g	

Campaign #3

The Changing Face of Nursing.

Purpose

To create awareness of health care career opportunities within VA and to recruit nurses and other health care professionals in a highly competitive market.

Target audience(s)

Nurses, nursing students, and military nurses leaving the armed services.

Media used

Television.

Service provider	Obligations			Total
	2003	2004	2005	
External ^a	0	\$273,484	0	\$273,484
Internal ^b	0	0	0	0
Total	0	\$273,484	0	\$273,484
Campaign was evaluated for success ^c	Campaign showed success ^d	Results reported in GPRA ^e	Results reported in other ^f	
Yes	Yes	DK ^g	DK ^g	

Source: GAO analysis of data submitted by the department.

^aObligations incurred through a contract or other financial arrangement with a firm or organization outside of the sponsoring federal department.

^bObligations incurred through work done internally within an organizational unit within the sponsoring federal department.

^cPSA campaign was evaluated for success

**Appendix VIII: PSA Campaign Activity and
Obligations: Department of Veterans Affairs,
Fiscal Year 2003–March 31, 2005**

^dEvaluation indicated PSA campaign had success in achieving goals.

^eResults of department's evaluation were reported in Government Performance and Results Act (GPRA) report(s).

^fResults of department's evaluation were reported in other, non-GPRA, performance reports.

^gDK="Don't Know": Respondent indicated that the answer to the question was unknown.

Appendix IX: GAO Staff Acknowledgments

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