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|  | 2021-2022  College Ambassador Program  **Final Narrative Report** |

**Organization**:

**Event Name**:   
**Date:**

**Location:**

Summarize your event, including format of the event, any speakers involved, etc.

How did you incorporate education on the Proof Alliance prevention message, the importance of preconception health, and the risks associated with alcohol use during pregnancy?

What activities/games did you utilize at your event?

How did you evaluate your event? Please share results of the evaluation.

How did you promote your event?

Did you utilize social media in your promotion? If so, please describe your online marketing efforts.

What do you believe made your event successful, and how was that reflected in the outcome? How do you measure the success of your event?

What do you believe were challenges in hosting your event? How did you try to mitigate them?

Was a planning committee involved in the implementation of this event? If so, please list names, titles and organizations of all involved, and indicate how often the committee met.

**Measuring Impact**

|  |  |  |
| --- | --- | --- |
| **Measurement** | **Expected # Reached** | **Actual # Reached** |
| Total Attendees |  |  |
| Social Media Reach |  |  |

|  |  |  |
| --- | --- | --- |
| **Demographic Category Reached** | **Place an X by those you expect to reach** | **Place an X by those you actually reach** |
| **Race/Ethnicity** | | |
| American Indian or Alaska Native |  |  |
| Hawaiian or Other Pacific Islander |  |  |
| Asian or Asian American |  |  |
| Black or African American |  |  |
| Hispanic or Latinx |  |  |
| Non-Hispanic White |  |  |
| Unknown |  |  |
| **Age** | | |
| Under 18 |  |  |
| 18-24 |  |  |
| 25-34 |  |  |
| 35-44 |  |  |
| 45-54 |  |  |
| 55-64 |  |  |
| 65 and over |  |  |
| Unknown |  |  |
| **Identified Gender** | | |
| Female |  |  |
| Male |  |  |
| Transgender |  |  |
| Gender Non-Conforming |  |  |
| Unknown |  |  |
| **Pregnancy Status** | | |
| Pregnant |  |  |
| Not Pregnant |  |  |
| Unknown |  |  |

***\*\*\*\*\* Please attach photos from your event to this report \*\*\*\*\****