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| ***Instructions:*** *For assitance in completing this plan, refer to the Glossary for definitions of terms and guiding questions to assist in the completion of the plan. It is very important that the plan be as specific as possibleRemember that for each audience you want to reach with a specific communication message, you should answer the guiding questions completely. You are likely to have more than one channel for each communication so each method or channel should be outlined using the planning grid.* | | |
| **PROGRAM:** | | **Overall Program Communication Budget:** |
| **PRIORITY AREA:** | | **Overall Evaluation Plan/Approach?** |
| **GOAL OF THE COMMUNICATION: *(What do you want to accomplish?)*** | | **Have you conducted any formative research in your community to support your communication plan? If so, describe.** |
| **Describe what literature/research/resources you have reviewed to develop your communication plan. Is your approach based on best practices?** |
| **INTENDED**  **AUDIENCE** | | |
| **Who are you trying to reach with your message?** | **Why have you chosen this audience?** | |

| **Message** | **Method/ Channels** | **Duration and Frequency of Communication or Message** | **What is Needed to Accomplish This?** | **Budget Requirements** | **Evaluation** | **Who Is Responsible?**  ***(Be specific – name names)*** | **Timeline** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ***EXAMPLE:*** *Power up on fruits and veggies* | *Newspaper and online ads; radio commercials* | *Campaign throughout the school year, with emphasis at the start of school year (powering up for new school year, energy for activities) and holidays (healthy eating still feasible and tasty)* | *We will need print ads and radio scripts from TSET and for coalition members to remind community members of fruits and vegetable ease and taste at school and community events* | *Newspaper ads in campus and city papers will cost about $3,000 throughout school year with package leveraging. Radio spots about $2,000* | *Coalition members will survey people in of various age groups on fruit and vegetable consumption a year from now to document behavior change, compare results, and that of health department data to this year’s numbers to evaluate effectiveness, submit findings to partnership evaluators.* | *Coalition chair and CX coordinator will lead in this comprehensive communication effort that will involve broad-based coalition participation.* | *State and county research would happen in early August, current surveys will take place in early September, after surveys will happen in May as the campaign ends and that data, along with updated health dept. and other info, will factor into the evaluation* |
| ***EXAMPLE:*** *“Friends Who Host Stand to Lose the Most – Don’t give people under 21 a place to drink”*  *Media materials already created as part of larger campaign – stay on message by using same materials. We are letting people know they will be fined at a minimum for providing a location for underage drinking to occur.* | *Social Media (Facebook and Twitter – minimally)*  *Print Ads utilizing the 6 X 2 strip and logo for online with the Boyd Street, OUDaily*  *Solo Cup cards – distribute at retail locations and bars in area*  *Social Host Stickers – distribute through Sticker Shock campaign*  *Fliers – posted in student union and around campus dorms, and mailed out to fraternal organizations* | *Full calendar year with emphasis on school semesters and key target days* | *Develop a Facebook account, possibly have an established youth group manage the social media efforts along with sticker shock initiatives*  *Utilize PSA’s and print advertisements from OPUBCO*  *Coalition to work with campus officials for proper distribution approval – coalition members can hang fliers, etc.*  *Coalition members can distribute fliers and network with local retailers and at events* | *Social Media – conducted by volunteers*  *PSA – free; advertisements in OUDaily and Boyd Street ($3,000 X 12 times a year for entire week each)*  *Stickers - $100 for 1500; Brochures and fliers printed - $500* | *Number of “likes”, “shares” and “hits” for each social media site*  *Random sample at end of each semester – either phone survey or email survey through campus email – increase in knowledge of social host law*  *Number of reports of noise disturbances* | *Youth Coalition – on campus youth or high school groups*  *Adult coalition members, prevention program staff design survey and distribution methods, coalition can assist with actual calls and distribution*  *Prevention program staff to write and release articles, PSA’s and advertisements*  *Coalitions can distribute fliers and marketing materials around campus and during events* | *August – beginning of semester – get coalitions mobilized; begin social media accounts; update weekly*  *August – conduct pre-survey on knowledge to develop a baseline*  *August – Order supplies and materials*  *September- Rush week; homecoming week December; spring break; St. Patty’s day, etc. identify weeks for advertising with coalition members*  *Distribute Fliers two to three times per year. Use different materials from OPUBCO each time* |
| ***EXAMPLE:***  *Inform the public of the risk of Rx Sharing with a call to action of utilizing Rx drug dropboxes. Provide explanation of dropboxes as well as locations. Assessment data showed that there is a perceived low risk of Rx sharing, few citizens are aware of dropboxes, and there are too few dropboxes in region.* | *Newspaper*  *Facebook*  *Sonic Happy Hour Stickers*  *Radio*  *Television* | ***Newspaper:*** *duration of project*  *(monthly ads)*  ***Facebook:*** *duration of project*  *(weekly posts)*  ***Sonic Happy Hour Stickers:*** *December*  *2x/year*  ***Radio:*** *every other quarter of the project year*  *5x/week*  ***Television:*** *every other quarter of the project year (opposite of radio)*  *Goal of 2x/week during a peak viewing time (vary for different populations)* | ***Newspaper:*** *relationship with contacts, plan events to center earned media around, talking points, data about subscriber demographics, best spot to be featured in, etc.*  ***Facebook:*** *account, increase followers, incentives for “liking” or re-posting messages, talking points*  ***Sonic Happy Hour Stickers:*** *message development, graphic designer, relationship with sonic managers*  ***Radio:*** *relationships, events to center earned media around, talking points, data about best air time, call-in show vs. recorded message, recording time (if needed)*  ***Television:*** *relationships, message development, data, best outlet (interview, etc.)* | ***Newspaper:*** *time and effort*  ***Facebook:*** *time and effort; possible in-kind donations for incentives*  ***Sonic Happy Hour Stickers:*** *$500 for sticker design, $150 for printing*  ***Radio:*** *time and effort*  ***Television:*** *time and effort* | ***Newspaper:*** *media scan, ideally survey subscribers for exposure and attitudinal and behavior changes, increased # of boxes, increased use*  ***Facebook:*** *number of re-posts, comments and “likes”, ideally survey members for exposure and attitudinal and behavior changes, increased # of boxes, increased use*  ***Sonic Happy Hour Stickers:*** *qualitative feedback from sonic staff, ideally survey customers attitudinal and behavior changes, increased # of boxes, increased use*  ***Radio:*** *if call-in show – tally calls and categorize calls by type (favorable, unfavorable to issue, etc.) and tally, qualitative feedback from radio staff, ideally survey listeners for exposure and attitudinal and behavior changes, increased # of boxes, increased use*  ***Television:*** *if applicable – qualitative feedback from television staff involved (report of viewer response, etc.), number of viewers (if available), ideally survey viewers for exposure and attitudinal and behavior changes, increased # of boxes, increased use* | ***Newspaper:*** *[coalition member name], [staff name]*  ***Facebook:*** *[coalition member name], [staff name]*  ***Sonic Happy Hour Stickers: [****coalition member name], [staff name]*  ***Radio:*** *[coalition member name], [staff name]*  ***Television: [****coalition member name], [staff name]* | *All needed data regarding peak times described below will need to be assessed in the first month of the project year.*  ***Newspaper:*** *will depend on assessment of which days have best subscription rate, newspaper deadlines, etc., but on a monthly basis*  ***Facebook:*** *research peak use time for FB users (locally if possible or based on your own “friends” do a scan for peak use), post weekly based on this data.*  ***Sonic Happy Hour Stickers:*** *assess best day and month for highest customer volume during local Sonic happy hours – pick the two best months from this data and do two campaigns in these months on the best day (from data) for that month*  ***Radio:*** *will depend heavily on the format decided upon (develop spots, use call-in shows, coverage of an earned media event, etc.); this section will be revised in month one after data is collected.*  ***Television:*** *will depend heavily on the format decided upon (develop spots, interviews on local channels, coverage of an earned media event, etc.); this section will be revised in month one after data is collected.* |
| ***EXAMPLE:***  *10% of Cleveland and McClain County tobacco retailers attempt to sell tobacco products to minors.*  *Emphasize the importance of being a family friendly business and doing the right thing.* | *1.Letter to retailers*  *2.Earned media* | *Year round*  *1. Quarterly - prior to each quarter’s RRVs*  *2. Quarterly - following the completion of each quarter’s RRVs* | *1a. Create a letter template.*  *1b. Comprise a list of tobacco retailers.*  *2a. Develop strategic partnerships with local newspapers/magazines/other written publications throughout the region.*  *2b. Identify and designate a local spokesperson*  *2c. Create a media packet with sample press release.*  *2d. Develop talking points for spokesperson*  *2e. Identify retailers who are following the law*  *2f. Identify a spokesperson among compliant retailers*  *2g. Submit press release to media outlets*  *2h. Schedule press event*  *2i. Invite local media outlets to press event.*  *2j. Conduct press event* | 1. *Staff time, printing and postage* 2. *Staff time, media packet printing* | *1a. Increase number of calls requesting RRVs.*  *1b. Increase regional compliance rate of retailers not selling tobacco products to minors.*  *2. Increase regional compliance rate of retailers not selling tobacco products to minors.*  *2b. Increase community awareness about the percent of tobacco retailers who sell tobacco products to minors.*  *2c. Increase community support of RRVs and compliant retailers.* | *1a. RPC Director – Write letter*  *1b. RPC Prevention Specialist – print letters, print labels*  *1c. RPC Director – sign the letter*  *1d. SWAT/2M2L Youth – label envelopes, stuff letters, stamp, mail*  *2a. RPC Director – develop relationship with local media*  *2b. RPC Director – Create press packet; write press release*  *2c. RPC Prevention Specialist – identify and train spokespeople*  *2d. RPC Director – develop talking points*  *2e. RPC Director – submit press releases; plan and coordinate press event*  *2f. RPC Prevention Specialist – monitor media for the publications of the press release* | *Letters will be sent out on the first of each quarter*  *Press Releases will be sent out and press events conducted upon completion of the RRVs for the quarter* |
| ***EXAMPLE:***  *Big Tobacco lied in its marketing efforts to teens*  *(Possible use of Killer Fantasy campaign)* | *In-school newspapers, Facebook, Twitter and radio ads*  *Other Brainstorm Idea: explore a text messaging delivery option.* | *August 2012-May 2013*  *Campaign throughout the school year, using different photos and ad copy that support the message.*  *Depending on the campaign, messages will alternate each month*  *Schedule ads for each high school edition; 2-3 tweets per week on Twitter; 4-5 Facebook posts and one radio ad per semester*  *(Fall semester will run outside holiday shopping season)* | *Peer-to-peer delivery of messages will be the key. Utilizing prominent social media will happen through our existing SWAT teams. We will also need print ads and radio scripts from TSET; coalition members will write letters to the editor supporting the youth component.* | *Newspaper ads ($2,500/year) with leverage on school PA system. Radio spots ($2,000/year) The rest of the cost is accumulated in person-hours spent implementing social media aspects and/or letter writing.* | *Coalition members and SWAT youth will survey people in the age group on tobacco use and awareness before and immediately after the campaign and compare results with the most recent Youth Tobacco Survey. Consultation with OUE evaluation on the survey tool will be included.* | *John Doe, Coalition chair; Jane Roe, CX coordinator and Heidi Hoe, SWAT coordinator will jointly lead this targeted communication campaign.* | *August – Pre-survey and campaign begin; baseline research*  *Sept-Dec – Fall campaign implemented*  *Feb-April – Spring campaign implemented*  *May – End of year surveys conducted*  *June-August – Evaluation and tweaking of communications plan for next school year* |
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Adapted from L. Wallack et al. News for a Change, an Advocate’s Guide to Working with the Media, Sage Publications, 1999.