1. What intervening variable led you to choose this strategy? Click or tap here to enter text.
2. What is at least one local condition in your service area that led you to choose this strategy? Click or tap here to enter text.
3. What was the type of event are you planning to implement? *Example: We are planning to host a drug-free dance each Friday night in September.*
4. What are the goals and outcomes for the implementation? *(what are you trying to accomplish?):* *Example: We are hosting a drug free dance at the church which will be open to all 7th and 8th grade students at the school. We have data that says youth in our community are attending house parties on Friday nights and drinking alcohol at these parties. We are hosting alternative events on Friday nights to counter the house parties. With alternative events, our goal is to decrease underage drinking among 7th and 8th grade students. Alternative events will be a supporting strategy to the curriculum we are implementing, and the policy work we want to accomplish.*
5. Provide process and outcome measures *(how will you know it worked?)*: *Example: We will keep track of the number of contacts we make to the churches, staff, and partners. We will track the number of events we have. We will track how many students attend the alternative events. We will survey the students prior to the start of any events asking if they consumed alcohol in the past 30 days. We will then hold 3 months of alternative events and survey the students again asking if they consumed alcohol in the past 30 days. If less youth report alcohol use in the past 30 days, we know it is working.*
6. Who are you trying to reach by implementing the event *(who is it targeted towards?): Example: All 7th and 8th grade students within the community.*
7. Provide the steps you will need to take to implement the event (be specific):

|  |  |  |
| --- | --- | --- |
| ***What needs to be done?*** | ***Who is doing it?*** | ***When will it be done?*** |
| *Example: Contact the church to see if we can use their facilities.* | *Tom* | *I will call by Friday the 18th.* |
| *Example: If church says yes, I will work with the church to determine dates and times for events.*  | *Tom* | *I will have date selected by 8/25/17* |
| *Example: We will promote events for two weeks prior and during the 3 months of implementing events.*  | *Tom* | *Promotion will be completed by 8/25/17* |
| *Example: We will survey youth prior to events* | *Tom* | *Survey to be completed in December 2017* |
| *Example: Host 16 events.* | *Coalition, Staff, etc.* | *January, Feb, March 2018* |
| *Example: Survey youth after 16 events.* | *Tom* | *April 2018* |
| *Example: Will track the number of events, number of attendees, etc. and report to the state* | *Tom* | *I will complete the report by the 10th of the month* |

1. Did you involve youth in the planning of the event? Yes [ ]  or No [ ]
2. Did the event take place during a high-risk time of AOD use? Yes [ ]  or No [ ]
3. Did you include skills building components and prevention messaging during the event? Yes [ ]  or No [ ]

\**Promotion of this strategy is required. Complete your promotional plan below:*

*In order to be most effective, media and promotion should be comprehensive meaning community members need to hear or see your message from multiple media outlets, at multiple times throughout the day/year. Your message needs to be focused and should have a call to action. In order to make environmental changes, your message should relate to your bigger goals such as a policy change.*

1. What are your campaign or promotional goals and objectives? Or, what are you trying to accomplish with your promotion? *Example: We want parents aware that underage drinking is not acceptable, and the community supports alcohol-free events for youth. We will also promote the alcohol-free dance to get kids to attend.*
2. Who are you trying to reach with your promotion/media (target audience)? *If you are trying to prevent underage drinking, your target audience might be the parents/adults who host parties for underage drinkers. If you are promoting the event, your audience might be the 7th and 8th graders.*

*If you are trying to prevent underage drinking, your target audience might be the parents/adults who host parties for underage drinkers. If you are promoting the event, your audience might be the 7th and 8th graders.*

1. What is your message? *If you are trying to prevent underage drinking, and your target audience is parents/adults who host parties for underage drinkers, your message might be “Those who host lose the most – Dram Shop Law.”.*
2. What types of media are you going to use:

|  |  |  |
| --- | --- | --- |
| *Types of Media* | *X* | *Possible Contact* |
| Newspapers (ad, letter to the editor, article, etc.)  |  |  |
| Magazine |  |  |
| Radio (talk show, ad, PSA, story, etc.) |  |  |
| Television |  |  |
| Social Media Posts |  |  |
| Webpages |  |  |
| Newsletters |  |  |
| Church Bulletins |  |  |
| Press Release |  |  |
| Billboard |  |  |
| Banner (in school gym, Tribal building, etc.) |  |  |
| Signage (ATM, bank electronic sign, etc.) |  |  |
| Inserts (paycheck, water bills, etc.) |  |  |
| Direct mail |  |  |
| Flyers (grocery bags, foodbank, etc.)  |  |  |
| Posters \*10 different locations |  |  |
| Community Health Fair Booth |  |  |
| Community Presentation |  |  |
| Other: |  |  |
| Other: |  |  |

1. Create your timeline:

|  |  |
| --- | --- |
| *Task* | *Dates* |
| *Example: Facebook post on each Monday and Wednesday* | *Month of December* |
| *Example: Posters in the school, church, Tribal building, grocery store, post office, office building, police department, social services, clinic, and hospital.* | *Month of January* |
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