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. Describe what evidence-based policy is being implemented. *Example: Per the city council’s request, we are going to draft and present a social host policy for our community*
4. What are the goals and outcomes for the implementation? *(what are you trying to accomplish?):* Click or tap here to enter text.
5. Provide process and outcome measures *(how will you know it worked?)*: *The implementation of the social host ordinance will prevent house parties from occurring in our community, especially those hosted by parents or other adults. Law Enforcement will be more likely to intervene when they know of house parties occurring in the community.*
6. Provide the steps you will need to take to implement the policy (be specific):
*To be successful with this strategy, it is important to provide in-person/face-to-face facts and best practice information to policy makers when requested (i.e., city council or county commission meetings, etc.)*

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| --- | --- | --- |
| ***What needs to be done?*** | ***Who is doing it?*** | ***When will it be done?*** |
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\**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 is your campaign or promotional goals and objectives? Or what are you trying to accomplish with your promotion? *Example: We want to promote how the school policy will provide a healthy environment for the kids. We want to promote how we need to change the community norms and provide good role modeling to our youth.*
2. Who are you trying to reach with your promotion/media (target audience)? *Example: If you have different messages, you might have different audiences. If you have different objectives, you might have different audiences. Who is your audience with each message?*
3. What is your message? Click or tap here to enter text.
4. 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:

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| --- | --- |
| *Task* | *Dates* |
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