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? Click or tap here to enter text.
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?)*:Click or tap here to enter text.
6. Who are you trying to reach by implementing the event *(who is it targeted towards?):* Click or tap here to enter text.
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?*** |
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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? Click or tap here to enter text.
2. Who are you trying to reach with your promotion/media (target audience)? Click or tap here to enter text.
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:

|  |  |
| --- | --- |
| *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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