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 Responsible Beverage Server Training curriculum are you planning to implement? Click or tap here to enter text.
4. Will you be implementing a train-the-trainer course? Yes ☐ or No ☐
5. What are the goals and outcomes for the implementation? *(what are you trying to accomplish?):* *Example: We are hosting a Server Training Class each month which will be open to all bar owners, servers, and key stakeholders. We will educate on underage drinking, over severing, and laws and liability. The goal is to decrease underage drinking, adult binge drinking, and related consequences.*
6. 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 bars and liquor stores, their staff, and owners. We will track the number of trainings we have. We will track the number of participants in the training. In order to determine if Server Training is working (showing outcomes), we will survey youth and adults. We want to see less youth reporting getting their alcohol from bars and liquor stores, and we want to see less adults reporting that they are being over-served in bars.*
7. Who are you trying to reach by implementing the event *(who is it targeted towards?): Example: All bar and liquor store staff within the community.*
8. 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 bar and liquor store staff in the planning of 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 is your campaign or promotional goals and objectives? Or what are you trying to accomplish with your promotion? *Example: We want to promote the benefits of Server Training and the dates and locations of the Server Training classes.*
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:

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