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. Did you complete and submit a law enforcement/court process assessment and report? ☐Yes or ☐No
4. Describe what you are planning to implement or what changes you are planning to make within the law enforcement or court system in order to increase consequences for youth or adults: *Example: We want to make it mandatory that every youth (20 years old or younger) who receives a citation for an underage drinking offense, will be required to complete a minimum of 40 hours community service.*
5. What are the goals and outcomes for the implementation? *(what are you trying to accomplish?):* *Example: With the implementation of a community service program, the youth will be working to build relationships with community members and assisting them with community projects. We will build community attachment with the youth which will decrease underage drinking*
6. Provide process and outcome measures *(how will you know it worked?)*: *What are you going to track in order to demonstrate you are working towards the completion of this strategy? What are you going to document in data that proves what you did made a difference in underage drinking or adult binge drinking?*
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? *Example: We want to promote the benefit of a mandatory community service program to Tribal Council and the Court so they support passing a resolution to make community service mandatory.*
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* |
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