

Welcome to the MassTAPP

COMMUNICATIONS TOOLKIT

Garrett County

Submitted
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ORKSHEET B: Profiling Your Audience

Once you've identified your intended audience—whether it's your agent of change or your target of change—take some time to learn more about them. Fleshing out this profile by filling in the chart below will help you better understand your intended audience and ultimately develop a message that will resonate with them.

QUESTIONS ABOUT AUDIENCE	PROFILE
<p>1. Who is your intended audience?</p>	<p>18-25 year-old Garrett County youths are the target audiences for this campaign. While it is illegal to drink under 21 years of age, data shows that binge drinking is extremely high for this audience.</p>
<p>2. Is the audience a target of change or an agent of change?</p>	<p><input checked="" type="checkbox"/> Target of change <input type="checkbox"/> Agent of change</p>
<p>3. What are the defining demographics of your intended audience (e.g., age, gender, sexual orientation, ethnicity, languages spoken, literacy levels, income levels, education levels, spiritual beliefs, professions, disability status)?</p>	<p>Age 18-25 Gender: All Sexual orientation, ethnicity, languages spoken, literacy levels, income levels, education levels, spiritual beliefs, professions, disability status: ALL</p>
<p>4. How does this audience access news and information?</p>	<p><input type="checkbox"/> Newspaper (online or print) <input checked="" type="checkbox"/> Radio <input type="checkbox"/> TV <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Twitter <input type="checkbox"/> Email <input type="checkbox"/> Television <input checked="" type="checkbox"/> Instagram <input type="checkbox"/> Informal channels (e.g., community centers or gathering spots like farmers' markets) <input type="checkbox"/> School or town meetings <input type="checkbox"/> Other (list here: Snap Chat)</p>
<p>5. What are the values and priorities of this audience?</p>	<p>For those we want to reach with individual factors, values and priority is to party, binge drink. Some drink responsibly, some do not.</p>
<p>6. What is their current level of awareness about the problem?</p>	<p>The focus group of those 18-25, showed that many do have an awareness of being safe, example designated driver, but even they like to binge drink.</p>
<p>7. What do they know and think about our coalition?</p>	<p>There are only a few 18-25 year old youth in the coalition. Most this age are probably unaware of the DFCC.</p>
<p>8. What could they do as individuals to get your coalition closer to achieving its intended outcome?</p>	<p>Become active members of the Action Team to Prevent Underage and Binge Drinking. Begin to understand the risk of binge drinking and become part of the action through behavior change.</p>

WORKSHEET C: Developing Your Message

This worksheet helps you use the message triangle to develop the key components of your communications campaign message. The checklist at the bottom allows you to examine your message and consider whether it will resonate with your intended audience and clearly convey the components of your message triangle.

1. What is your core message?

Youth age 18-25 lack responsible drinking behaviors but through this campaign, there will be an increase in the number young people, 18-25 who report they practice responsible drinking behaviors; make a plan, keep track of drinks, eat before/during drinking.

2. To support your core message, answer the following questions (remember the message triangle):

<p>1. Problem: What problem are you addressing, and why is it important to your intended audience?</p>	<p>Lack of exhibiting responsible drinking behaviors. It is important to reduce the number of alcohol related consequences, school problems, social problems, legal problems, such as arrest for driving or physically hurting someone while drunk, physical problems, such as hangovers or illnesses, unwanted, unplanned, and unprotected sexual activity, physical and sexual assault, etc.</p>
<p>2. Strategy: How are you and your coalition addressing the problem?</p>	<p>Through the campaign, we are empowering youth to ACT and practice responsible drinking behaviors-make a plan (designated driver), keep track of drinks, eat before/during drinking, pace the alcohol,</p>
<p>3. Call to Action: What steps can your intended audience take to get you closer to achieving your intended outcome?</p>	<p>Sign a pledge that they will practice responsible drinking behaviors and not binge drink, play alcohol games, etc.</p>

3. Now, combine these responses into one concise statement:

Will you sign a pledge that you will practice responsible drinking behaviors?
DO know BAC, plan ahead-have a designated driver, count and track standard drinks, eat before and while you are drinking, alternated alcoholic and non-alcohol drinks, and avoid drinking games.

(Later, you can add this statement to Worksheet F as your Message)

4. Message Checklist

Is Your Message:

- Clear?
- Compelling?
- Free of Jargon?

Does Your Message:

- State a problem?
- Show a potential solution?
- Provide a call for action?

If you have trouble checking off one of the boxes, think about how you can make your message more concise or clear to your intended audience, and revise it if necessary.

WORKSHEET D: Creating and Implementing a Communication Strategy

How will you share your message with your intended audience? Several different channels may be a good fit in terms of communicating with your audience. Use the information you've gathered in Worksheet D to think about which channel might best reach your intended audience. Once you decide on the optimal channel(s) and approach(es), use the action plan template to create an action plan and carry out your communications campaign.

<p>1. Select a marketing channel or channels <i>(i.e., mass media, interpersonal, community outreach, social media, media relations, non-traditional media, other).</i></p>	<p>Newspaper, Radio, Facebook, Twitter, Email, Website, Movie Slides, Instagram, Incentives, Banners for community events and towns, educate: non-profit alcohol licensees and establishments, community groups, government.</p>
<p>2. Why did you select this channel?</p>	<p>Our reach with the most media impressions for young adults, 18-25 is through Social Media; still many go to the movies and non-profit events where alcohol is present.</p>
<p>3. What's your plan for conveying your message through this channel?</p>	<p>Messages will be deployed through multimedia collateral, ranging from scheduled social media messages that are deployed at key intervals (i.e. 8pm Friday – 10am Sunday) and inserted into regularly scheduled editorial calendars to physical community collateral. Additionally, media collateral will be housed on knowdrinking.net for easy access and adoption by multisector partners. By honing in on a few key messages, we will build our campaign around the concentrations of greatest reach, and work outwards to deliver impactful and interactive messages to the community.</p>
<p>4. What are your goals for this campaign?</p>	<p>Social Media: By December 31, 2017, we will reach 50% of our intended audience through Facebook targeting and editorial circulation.</p> <p>Website: By December 31, 2017, we will reach 15% of our intended audience through the knowdrinking.net website.</p> <p>Email: By December 31, 2017, we will reach 10% of our intended audience through targeted email campaigns.</p> <p>Our communications campaign in its entirety will reach 70% by December 31, 2017 and lead to 50 engagements by members of the targeted demographic.</p>

Use this information to create your action plan. For an action plan template and sample action plan, visit the MassTAPP website: <http://masstapp.edc.org/step-3-strategic-planning/task-7-develop-action-plan>

WORKSHEET E: Evaluation

How do you know if your communications plan is reaching the intended audience and having an impact? This worksheet assists you in looking at the communications channels you've used, the intended outcomes, and the measures you could use to determine whether your communications efforts were a success and what tweaks are needed. Questions 4–9 will help you develop an evaluation plan and identify a process for collecting, analyzing, and reporting your communications campaign data.

<p>1. What communications channels have you employed?</p>	<p>Newspaper, Radio, Facebook, Twitter, Email, Website, MovieSlides, Instagram, Incentives, Banners for community events and towns</p>
<p>2. What action or behavior change are you expecting to take place as a result of your communication efforts?</p>	<p>After 3 years of implementation there will be a reduction in the reported average number of drinks (greater than 5 drinks) consumed by young adults from 26.19% to 21% as indicated by MYSA data</p>
<p>3. What specific measures will provide indicators of the success of your communications efforts? For example:</p> <ul style="list-style-type: none"> • The number of requests you receive for materials or information • The number of attendees at a promoted event • The number of Web visitors (both unique and repeat visitors) • The number of people reached via social media, using Facebook, Twitter, or Instagram analytics • The number of positive news stories or stories promoting your message in local or national media • The number of new volunteers, coalition members, or partner organizations • The number of new sources of funding or increased levels of funding • The number of policies changed or instituted • The number of stakeholders explicitly expressing support for your work • Survey data (pre- and post-) 	<p>Data collection at public events # of partners # and what type of media messages delivered Timeline of media campaign delivery # of pledges # of impressions # of modes of dissemination % that changed drinking behavior due to kNOwdrinking.net campaign- # of Web visitors (both unique and repeat visitors) # of people reached via social media, using Facebook, Twitter, or Instagram analytics # of positive news stories or stories promoting your message in local or national media</p>
<p>4. How will you collect these data?</p>	<p>Data collection at public events: *Spreadsheet* # of partners: *Spreadsheet* # and what type of media messages delivered: Timeline of media campaign delivery: create the timeline # of pledges: create pledge and track signatures # of impressions # of modes of dissemination % that changed drinking behavior due to kNOwdrinking.net campaign-*Survey* # of Web visitors (both unique and repeat visitors) # of people reached via social media, using Facebook, Twitter, or Instagram analytics # of positive news stories or stories promoting your message in local or national media-articles or media impression count.</p>

5. How often will you review and/or report on these data?

Bi-Annually to determine effectiveness of campaign

WORKSHEET E: Evaluation (continued)

6. How long will you evaluate this effort?	Three years
7. Who will be responsible for the collection of data?	MSPF2 Coordinator and Evaluator
8. Who will be responsible for reviewing and/or reporting the data?	State Prevention Supervisor, MSPF2 Coordinator and Evaluator
9. Who will receive these reports?	MSPF2 team, DFCC and Action Team to Prevent Underage and Binge drinking, BHA, UMB evaluation team

WORKSHEET F: My Communications Plan

Your communications plan is a bird’s-eye view of your overall communications efforts and the decisions that you’ve made along the way. Use this worksheet to give your coalition members and others an overall snapshot of how your communications campaign will support your prevention strategy or strategies.

Once you’ve completed Worksheets A through E, each of which corresponds to a section in this toolkit, compile all the decisions that you’ve made into this worksheet, your communications plan.

	RESPONSE
<p>Prevention Strategy to Support What prevention strategy or strategies will your communications campaign support? <i>(use the information from your logic model and Worksheet A)</i></p>	<p>Individual Factors</p> <p>Lack of exhibiting responsible drinking behaviors</p> <p>Media campaign regarding binge drinking</p>
<p>Audience Who is your intended audience? <i>(use the information from Worksheet B)</i></p>	<p>18-25 year-old Garrett County youths are the target audiences for this campaign. While it is illegal to drink under 21 years of age, data shows that binge drinking is extremely high for this audience.</p>
<p>Message What is your message? <i>(use the information from Worksheet C)</i></p>	<p>Youth age 18-25 lack responsible drinking behaviors but through this campaign, there will be an increase in the number young people, 18-25 who report they practice responsible drinking behaviors; make a plan, keep track or drinks, eat before/during drinking.</p>
<p>Implementation Strategy/Channel What is your communications channel and approach? <i>(use the information from Worksheet D)</i></p>	<p>Radio ADS, Facebook, Twitter, Website, MovieSlides, Instagram, Incentives, Banners for community events and towns</p>
<p>Evaluation What will be your measures of success? <i>(use the information from Worksheet E)</i></p>	<p>After 3 years of implementation there will be a reduction in the reported average number of drinks (greater than 5 drinks) consumed by young adults from 26.19% to 21% as indicated by MYSAs data</p>