

### A Media Campaign Development Checklist:

**STEP 1:** Define campaign goals & objectives.

**STEP 2:** Define the campaign's target audience.

**STEP 3:** Engage partners in the campaign.

**STEP 4:** Identify key behaviors and environments related to the problem or desired goal.

**STEP 5:** Select media *messages*, and appropriate *product* and *placement* strategies.

**STEP 6:** Tailor campaign materials to your defined target audience.

**STEP 7:** Pretest materials with your target audience and revise materials if needed.

**STEP 8:** Implement the campaign.

**STEP 9:** Evaluate the campaign.

\*\* Steps abridged from the Community Toolbox: [http://ctb.ku.edu/en/dotework/tools\\_tk\\_content\\_page\\_262.aspx](http://ctb.ku.edu/en/dotework/tools_tk_content_page_262.aspx)

#### **STEP 1: Define campaign goals & objectives.**

- State the issue or broad goal the campaign is trying to address (e.g., reduce suicide)
- Identify what, if changed, would make the biggest impact towards addressing your goal (i.e. specific changes in knowledge, attitudes, or behaviors). Examples might include:
  - Lack of knowledge about and use of the state's suicide helpline
  - Stigma associated with accessing the tribe's mental health services
  - Lack of dialogue about sensitive health topics
  - Lack of knowledge about suicide warning signs
  - Discomfort or uncertainty about how to intervene and take action

#### **STEP 2: Define the campaign's target audience.**

- Identify the specific prioritized groups whose behavior will be addressed by the campaign (e.g., youth, parents/guardians, teachers, elected officials, ect)
- Identify subgroups at higher risk. Consider:
  - Past or current behaviors (e.g., history of suicide attempts, attempt methods)

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- Personal factors (e.g., age, gender)
- Environmental factors (e.g., stress, social support, access and barriers, and exposure to harmful agents)
- Geographic area (e.g., where people live, where people attempt)
- Identify the environments, situations, or settings where the targeted behavior occurs (or should or should not occur) (e.g., schools, homes, clinics).
- For each group, consider their readiness for the proposed change, including their:
  - Knowledge of the problem or goal
  - Belief in the importance of the goal
  - Desire for change
  - Belief in ability to change
  - Action
  - Ability to maintain change
- If needed, learn more about the prioritized groups' current attitudes or behaviors by:
  - Observing behaviors of interest
  - Reviewing data or conducting surveys
  - Holding listening sessions or public forums
  - Conducting informal interviews or focus groups with members of the group

**STEP 3: Engage partners in the campaign.**

- Include members of the target audience.
- Include individuals who know, work with, or might be helpful in reaching prioritized groups.
- Include those in a position to change conditions under which the targeted behaviors occur (e.g., those who can help modify access, barriers, exposures, and opportunities)

**STEP 4: Identify key behaviors and environments related to the problem or desired goal.**

- Select one or more behavior(s) that the campaign will address. Examples might include:
  - Increase community knowledge about and use of the state's suicide helpline
  - Reduce stigma re: accessing the tribe's mental health services
  - Increase youth's ability to reach out and engage in healthy dialogue with friends, parents, and elders about sensitive health topics

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- Increase community knowledge about suicide warning signs, and empower witnesses to intervene and take action.
- Consider personal and environmental factors that increase or decrease the likelihood that targeted groups will carry out desired behaviors.
- Review best practices for addressing the issue/goal and changing the desired behavior.

**STEP 5: Select media *messages*, and appropriate *product* and *placement* strategies.**

- Select memorable messages about the desired behavior, including:
  - Credible content and source (e.g., personal testimonies, celebrities, or authority figures)
  - Images that convey the appropriate tone (e.g., serious, humorous, friendly, frightening)
  - Memorable sayings (e.g., “just do it”) and narrative stories (e.g., about why this is important)
  - Specific actions to be taken (i.e., be clear about what people should do and when)
  - How doing it results in positive consequences (e.g., saves lives, increased social approval from peers )

**STEP 6: Tailor campaign materials to your defined target audience.**

- Identify the particular channels of influence that will be used to reach your target audience:
  - Informal networks and naturally occurring groups (e.g., those meeting where people work, play, and pray)
  - Public and tribal agencies and businesses (e.g., service agencies, convenience stores, beauty salons, bars)
  - Community and cultural events (e.g., Pow wows, festivals)
  - Direct and electronic mail (e.g., mailings, E-mail)
  - Print materials (e.g., brochures, fact sheets, newsletters, posters, flyers)
  - Print media (e.g., newspapers, daily and weekly)
  - Outdoor media (e.g., billboards, transit ads)
  - Broadcast and electronic media (e.g., television, radio, Internet)
  - Other (e.g., magnets, pins, buttons, window clings, temporary tattoos)

**STEP 7: Pretest materials with your target audience and revise messages and products if needed.**

- Test selected campaign strategies/components with a sample of your target audience (e.g., use focus groups to test public service announcements).
- Repeat if changes are made.

**STEP 8: Implement the campaign.**

- For each aspect of the campaign, determine:
  - What actions will take place?
  - Who will carry it out?
  - When will it occur?
  - Are resources (money and staff) needed/available?
  - Communication needs - Who should know about this?

**STEP 9: Evaluate the campaign.**

- Track implementation of campaign components and activities
- Assess knowledge of (and exposure to) the campaign
- Assess ongoing changes in specific behavioral objectives
- Assess ongoing changes in specific population-level outcomes
- Examine the contribution of campaign components to possible improvements in behavior and outcomes at the community level
- Consider the ethical implications of the campaign