

## Standards for Communication Campaigns – Planning Phase

1. Demonstrate that each staff member completes approved Communication Campaign and Focus Group trainings.
2. Secure support and/or participation from those community sectors that are responsible for providing access to the target audience.
3. Develop a written project timeline for the planning and strategy development phases which outlines:
  - Steps/tasks to be completed.
  - Projected deadline for each step.
  - The person(s) responsible.
4. Identify message distribution sources that are popular and credible with the target population.
5. Develop a written marketing plan for the implementation phase which includes:
  - Estimated distribution/delivery dates.
6. Disseminate campaign materials to be released at least once every 6 weeks.
7. Ensure that campaign supplemental method:
  - Do not include moral or fear appeals.
  - Do not focus on the long-term risks and harm with use.
8. Gather feedback on campaign messages and materials from a representative sample of the target audience during both the planning and implementation phases (e.g., focus groups, ballot voting, etc.).

## Communication Campaign - Implementation Phase

9. Implement campaign for a minimum of 9 consecutive months.
10. Disseminate campaign materials using a minimum of two message distribution sources.
11. Distribute messages through sources that are popular and credible with the target population.
12. Release new campaign materials at least once every 6 weeks.
13. Distribute messages using supplemental methods such as contests, presentations, sponsored events and/or promotional items, at least once every 3 months to reinforce the campaign message and increase message saturation among members of the target audience. (More frequent distribution is recommended, but not required.)