

**Communication Training for Comprehensive Cancer Control Professionals 102**

Fillable Templates

**September 2016**

**HOW TO USE THESE TEMPLATES**

These templates are intended for use alone or in tandem with:

1. The online interactive *Communication Training for Comprehensive Cancer Control Professionals 102: Making Communication Campaigns Evidence-Based*
2. The *Guide to Making Communication Campaigns Evidence-Based* which provides an overview of important content for planning, implementing and evaluating a health communication campaign. It is intended to serve as the textbook for the online course. The *Guide* can be used alone, but is optimally used with the online training.

There is no single “correct” way to create and format an implementation plan or campaign roadmap, but these templates include many of the critical components of a solid implementation plan and other elements of a communication campaign. You can use these templates to plan your campaign and communicate your vision to other partners or stakeholders.

Refer to the Appendices of the *Guide to Making Communication Campaigns Evidence-Based* (which contains filled versions of these templates) if you need examples.

Permission is granted to use the *Guide* and the corresponding templates for non-commercial and U.S. government purposes only. Resources used in the Guide were publicly available or permission was granted to use the templates/tools incorporated in the Guide solely for educational and training purposes. We thank those organizations for their contributions.

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## **Sample Implementation Plan**

|  |  |
| --- | --- |
| **Implementing Partners**  | **Expertise** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **PHASE 1: PLANNING AND FORMATIVE RESEARCH** |
| **Activity 1:** Conduct literature and evidence review |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 2:** Conduct systematic community assessment |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 3:** Select behavioral and communication theory or theories |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **PHASE 2: DEVELOPMENT OF MESSAGES AND MATERIALS** |
| **Activity 4:** Define audience, resources, campaign goals and communication channels |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 5:** Create key messages |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 6:** Pre-test and refine messaging |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Conduct focus groups |  |  |  |
| 2. Conduct surveys |  |  |  |
| 3. Conduct social media poll |  |  |  |
| 4. Conduct one-on-one interviews |  |  |  |
| 5. Revise materials based on feedback |  |  |  |
| **PHASE 3: PLAN FOR EVALUATION** |
| **Activity 7:** Obtain IRB approval (note that some of this may have to be done before pre-testing if doing focus groups and/or surveys) |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Develop survey instrument |  |  |  |
| 2. Submit initial draft to IRB |  |  |  |
| 3. Revise based on IRB feedback |  |  |  |
| **Activity 8:** Test survey instrument |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 9:** Train interviewers |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 10:** Collect and analyze pre-campaign data |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **PHASE 4: IMPLEMENTATION** |
| **Activity 11:** Finalize creative materials and secure paid media |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |
| **Activity 12:** Launch website |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Discovery and planning |  |  |  |
| 3. Design |  |  |  |
| 4. Content writing and assembly |  |  |  |
| 5. Development and programming |  |  |  |
| 6. Beta testing and review |  |  |  |
| 7. Obtain necessary organizational approvals |  |  |  |
| 8. Site launch |  |  |  |
| 9. Maintenance and enhancements |  |  |  |
| **Activity 13:** Print materials (postcards, posters, flyers and other incentive items) |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Add logos, attribution language, copyright language |  |  |  |
| 3. Obtain necessary organization approvals |  |  |  |
| 4. Format materials for printer, including layout, file size and type |  |  |  |
| 5. Send materials to vendor for print |  |  |  |
| 6. Shipping and receiving |  |  |  |
| 7. Distribution to partners |  |  |  |
| **Activity 14:** Purchase and finalize television spot(s) |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Consult with vendor(s) to reserve spot times, number of spots, time slot(s), frequency |  |  |  |
| 3. Write and finalize script(s) |  |  |  |
| 4. Production and editing |  |  |  |
| 5. Send logos, attribution language, copyright information and any other necessary artwork to vendor(s) |  |  |  |
| 6. Obtain necessary organizational approvals |  |  |  |
| 7. Work with vendor(s) to negotiate weekly or daily updates on performance metrics (like impressions, spot times, viewership, day-parts, etc.) – Note that your funder may have specific reporting requirements; make sure you know what these are so you can request the necessary information from your vendor(s). |  |  |  |
| **Activity 15:** Purchase and finalize outdoor advertising |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Consult with vendor(s) to reserve space on billboards (bulletins), bus shelters, public transit stations, buses or trains |  |  |  |
| 3. Finalize and resize creative materials for the appropriate medium |  |  |  |
| 4. Send logos, attribution language, copyright information and any other necessary artwork to vendor(s) |  |  |  |
| 5. Obtain necessary organizational approvals |  |  |  |
| 6. Work with vendor(s) to negotiate weekly or daily updates on performance metrics (like impressions, demographics, locations, photos of placement – Note that your funder may have specific reporting requirements; make sure you know what these are so you can request the necessary information from your vendor(s). |  |  |  |
| **Activity 16:** Purchase and finalize radio spot(s)  |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Consult with vendor(s) to reserve spot times, number of spots, time slot(s), frequency |  |  |  |
| 3. Write and finalize script(s) |  |  |  |
| 4. Production and editing |  |  |  |
| 5. Obtain necessary organizational approvals |  |  |  |
| 6. Work with vendor(s) to negotiate weekly or daily updates on performance metrics (like AQH persons, cume persons, frequency, gross impressions, designated market area, gross ratingspoints, etc.) – Note that your funder may have specific reporting requirements; make sure you know what these are so you can request the necessary information from your vendor(s). |  |  |  |
| **Activity 17:** Purchase and finalize online ads |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Submit purchase order request(s) for vendor(s) |  |  |  |
| 2. Consult with vendor(s) to reserve ad sizes, frequency and number of impressions |  |  |  |
| 3. Finalize and resize creative materials for the appropriate medium |  |  |  |
| 4. Send logos, attribution language, copyright information and any other necessary artwork to vendor(s) |  |  |  |
| 5. Obtain necessary organizational approvals |  |  |  |
| 6. Work with vendor(s) to negotiate weekly or daily updates on performance metrics (like impressions, clicks, etc.) – Note that your funder may have specific reporting requirements; make sure you know what these are so you can request the necessary information from your vendor(s). |  |  |  |
| **Activity 18:** Plan and execute launch event |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Reserve location |  |  |  |
| 2. Secure speakers including leaders or dignitaries, community members and other spokespeople |  |  |  |
| 3. Draft talking points for speakers and obtain organizational approvals for talking points |  |  |  |
| 4. Reserve equipment including mult-box, microphones, podium, lighting, speakers, stage and any other equipment |  |  |  |
| 5. Draft media advisory |  |  |  |
| 6. Draft press release |  |  |  |
| 7. Create media kit |  |  |  |
| 8. Pitch media |  |  |  |
| 9. Disseminate press release |  |  |  |
| 10. Design and print visuals for launch event including posters, banners, demonstration items, etc. |  |  |  |
| 11. Follow-up with media members and launch event attendees as needed |  |  |  |
| **PHASE 5: EVALUATION** |
| **Activity 19:** Begin process evaluation |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1. Collect media coverage of launch event including clips, videos, articles or other coverage |  |  |  |
| 2. Collect metrics from media vendors and re-assess timing and placement of ads based on metrics and feedback |  |  |  |
| 3. Check placement of print ads, re-order materials and distribute as needed |  |  |  |
| **Activity 20:** Begin outcome evaluation, including post-campaign data collection |
| **Intermediate Steps** | **Implementing Partners** | **Timeline** | **Budget** |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3.  |  |  |  |

## **Sample Community Assessment**

*Adapted from Utah Comprehensive Cancer Control Program*

See Lesson 2.1 in the *Guide* for more in-depth information about conducting a systematic community assessment. As a reminder, the phases of conducting a community assessment include the following:

1. Assess quality of life
2. Assess health problem
3. Assess behavioral and environmental risk factors
4. Assess determinants of behavior

A community assessment of radon awareness in Utah might reveal the following:

Fill in your own organization’s community assessment below:

**Sample Communication Campaign Roadmap (Logic Model)**

In this case study, you can develop your roadmap by identifying the quality of life issues you seek to improve with your intervention, the specific health problem you want to address, the behavioral and environmental risk factors as well as other social determinants of health. Each of these factors can be used to develop you campaign goal, overall impact goal, health, behavioral and communication objectives as shown below. Often you’ll see a progression in dates from the short-term communication objectives to overall campaign impact goal, however, many state comprehensive cancer control plans use the plan end date as the date for most of their objectives. Utah’s sample development of a campaign roadmap is below:

Given that research on media habits revealed that adults seek health information from web-based media and many adults use social media, the campaign road map for the radon campaign targeting adults may look like this:

**OUTCOME EVALUATION**

↑ Number of short-term radon tests requested through campaign website (10% by 2018)

↑ # of posts on social media about radon awareness (15% by 2018)

↓ Economic impact of lung cancer treatment (10% by 2020)

Reduced lung cancer incidence from 14% to 12% by 2020

↑ Confidence to test for radon (20% by 2018)

↑ Knowledge level about radon & its health effects among adults in Utah (from 38-45% by 2018)

% engagement

# of impressions

# of posts

Create & send Facebook posts

Time

Contractor

Staff

One-time, state-allocated funds

**IMPACT EVALUATION**

**PROCESS & SATISFACTION EVALUATION**

↓ Disability associated with lung cancer treatment (10% by 2020)

↑ Radon testing in homes (10% by 2018)

↑ # of radon mitigation systems installed in Utah homes w/elevated radon levels from 475 to 650 each year by 2020

Fill in your own campaign roadmap below. You can customize the colors and text boxes based on your organization’s unique needs:

**PROCESS & SATISFACTION EVALUATION**

**OUTCOME EVALUATION**

**IMPACT EVALUATION**

**Key Messages Template**

In the training Guide, you learned that there are two types of framing in public health communication: **loss frame** or **gain frame.** All key messages for the radon awareness raising campaign are gain frame messaging, and they emphasize the health benefits of radon testing. Gain frame messaging was chosen because studies have shown that gain frames produces better results than loss frame messages when communicating prevention behaviors.

All key messages for the radon awareness raising campaign are one-sided, and only present the issue that radon is dangerous and can be detected with a test kit. Radon testing is a non-controversial issue and the intended audience does not need to be convinced to test as much as they need to be made aware that they need to test and know where to get a kit.

Build your own key messages in the template below: