

Campaign Implementation Planning Worksheet

Select target audience/market segment <i>The campaign is designed for African American and Caucasian men and women with arthritis between the ages of 40-65 with incomes below \$75,000</i>	
Does your local market include the entire audience segment, or will you focus on a subset? Be specific.	
Which cities/areas in your state have the most concentration of your target audience? Where will you target efforts? Be specific.	
What do you know about this audience and the community?	
What radio stations do they listen to?	
What time of day does the target audience listen to the radio?	
What publications do they read?	
What community locations do they frequent (potential locations for brochures/posters)?	
Who are your local partners to help you reach this audience with the message?	
What local organizations already have relationships with or interest in your target audience? Consider both targeted and mainstream organizations.	
How can you partner with them? What tools/resources do you have to help them serve their audience better?	
What events or activities do these organizations host where you can partner/participate?	

When is a good time to run the campaign?	
Are there any existing events, observances or activities in which you can participate?	
Are there any competing activities to avoid?	
Which materials best match your campaign target audience and plans?	
What materials are you planning to use? At a minimum, you need to use materials from each category (community placements such as radio or billboards, a pickup placement such as brochures, and direct to home placement, like a newspaper ad).	
Will print ads, flyers, bill stuffers and/or bookmarks help you to reach the target audience?	
How will you track the reach of your campaign efforts?	
Can you get readership, traffic (volume of people), or listener reports?	
Can you track the number of inquiries coming into your designated phone number and/or Web site?	
Can you track the number of brochures or flyers distributed, as well as how many were picked up by consumers?	
Are there other measures you should consider in order to effectively track your efforts? Web, Facebook, Twitter, etc.?	

How will you direct consumers to additional resources? What response mechanism will you use?

Will you use the 1-800-CDC-INFO number or a local phone number?
Will you use the www.cdc.gov/arthritis web address or a local Web site?

How will your response mechanism affect your ability to track the effectiveness of the campaign?
Think through your rationale.