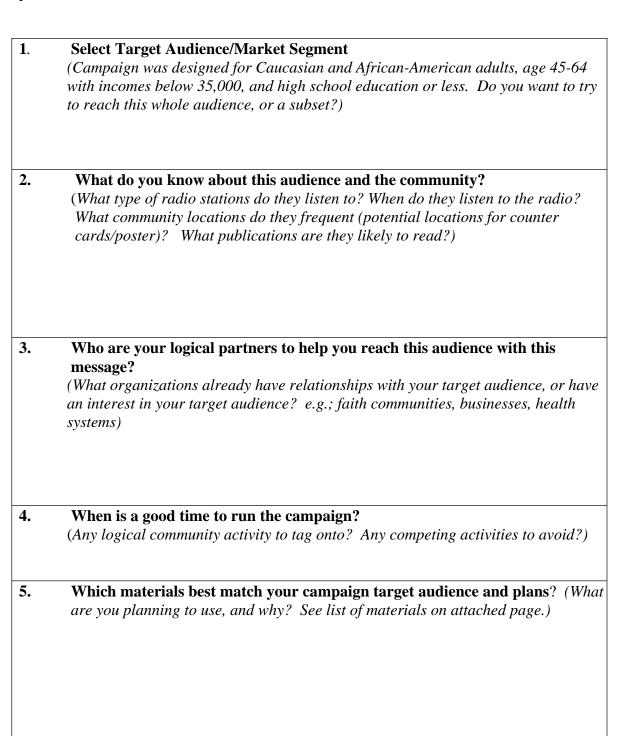
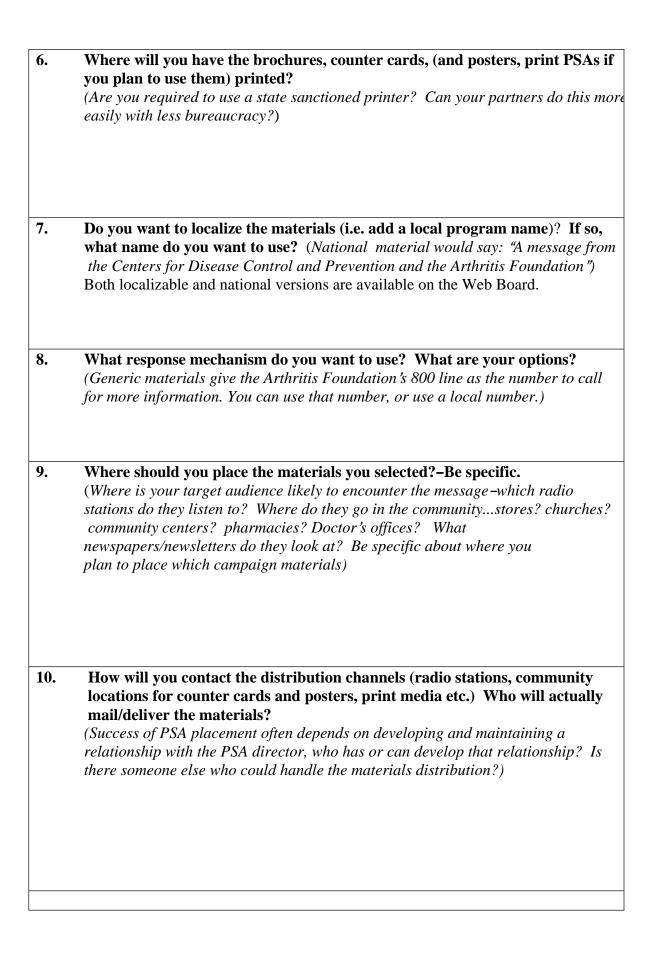
Campaign Implementation Planning Worksheet

Physical Activity. The Arthritis Pain Reliever.

Use the following questions as a guide when planning activities for this campaign in your state process.





11.	What other elements could enhance your campaign? (Creating drop-in articles, tying campaign to physical activity events, facilitating feature stories in newspaper or television stories on arthritis and physical activity)
12.	Evaluation: How can you tell if your campaign is reaching the target audience, or having any impact? (What indicators could you use to determine campaign impact?)

Tasks and timelines: what are the major tasks to be done to implement the campaign, when should they be done, and by whom?

Task (ex. Contact Radio Station)	When (ex. 6-8 weeks before the campaign start date)	Who (ex. ? Coalition Member)