

# 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.

<p><b>1. Select Target Audience/Market Segment</b> <i>(Campaign was designed for Caucasian and African-American adults, age 45-64 with incomes below 35,000, and high school education or less. Do you want to try to reach this whole audience, or a subset?)</i></p>
<p><b>2. What do you know about this audience and the community?</b> <i>(What type of radio stations do they listen to? When do they listen to the radio? What community locations do they frequent (potential locations for counter cards/poster)? What publications are they likely to read?)</i></p>
<p><b>3. Who are your logical partners to help you reach this audience with this message?</b> <i>(What organizations already have relationships with your target audience, or have an interest in your target audience? e.g.; faith communities, businesses, health systems)</i></p>
<p><b>4. When is a good time to run the campaign?</b> <i>(Any logical community activity to tag onto? Any competing activities to avoid?)</i></p>
<p><b>5. Which materials best match your campaign target audience and plans?</b> <i>(What are you planning to use, and why? See list of materials on attached page.)</i></p>

**6. Where will you have the brochures, counter cards, (and posters, print PSAs if you plan to use them) printed?**  
*(Are you required to use a state sanctioned printer? Can your partners do this more easily with less bureaucracy?)*

**7. Do you want to localize the materials (i.e. add a local program name)? If so, what name do you want to use?** *(National material would say: "A message from the Centers for Disease Control and Prevention and the Arthritis Foundation")*  
Both localizable and national versions are available on the Web Board.

**8. What response mechanism do you want to use? What are your options?**  
*(Generic materials give the Arthritis Foundation's 800 line as the number to call for more information. You can use that number, or use a local number.)*

**9. Where should you place the materials you selected?—Be specific.**  
*(Where is your target audience likely to encounter the message—which radio stations do they listen to? Where do they go in the community...stores? churches? community centers? pharmacies? Doctor's offices? What newspapers/newsletters do they look at? Be specific about where you plan to place which campaign materials)*

**10. How will you contact the distribution channels (radio stations, community locations for counter cards and posters, print media etc.) Who will actually mail/deliver the materials?**  
*(Success of PSA placement often depends on developing and maintaining a relationship with the PSA director, who has or can develop that relationship? Is there someone else who could handle the materials distribution?)*

**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?)*

