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team
TOBACCO EDUCATION AND

Developing a Communications Plan for your Program

October 21, 2010

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team**lab**
TOBACCO EDUCATION AND MATERIALS LAB

Developing a Communications Plan for your Program or Project

October 21, 2010

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Your Presenter



Robert Berger, MSJ

- First tobacco prevention experience late 1980's
- Background in journalism & advertising
- Experience as contractor & consultant
- 15 years of social marketing working with underserved communities
- 10 years of frontline tobacco policy work
- Currently serve as PD for Project TRUST, LA County Tobacco Control & Prevention Program's CPPW grant

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Presentation Overview

- **Communications Planning**
 1. Setting communications goals
 2. Defining your needs and audience
 3. Communications Audits
 4. Maximizing impact
- **Questions**

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Setting Communications Goals

- Align with scope of work goals
- Decide who you need to inform & motivate to achieve those goals
- Set priorities to focus resources
- Assess current resources – financial, staff/volunteers
- Identify potential partners
- Set timelines

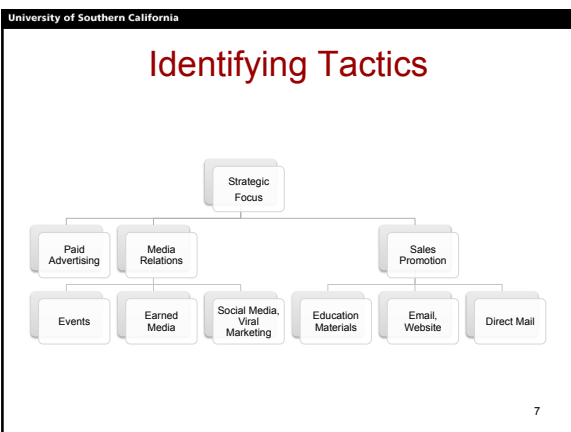
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Defining Your Audience

Cessation	Policy Change	Norm Change
<ul style="list-style-type: none"> • Smokers • Influencers • Caregivers • Healthcare • Businesses • Employers • Educators • Funders 	<ul style="list-style-type: none"> • Elected Officials/ Staff • Commissioners • Opinion Leaders • Residents • Business Owners/ Associations • Media • Potential Collaborators • Funders 	<ul style="list-style-type: none"> • Opinion Leaders • Communities Impacted • Public Health Officials • Smokers • Businesses • Media • Funders

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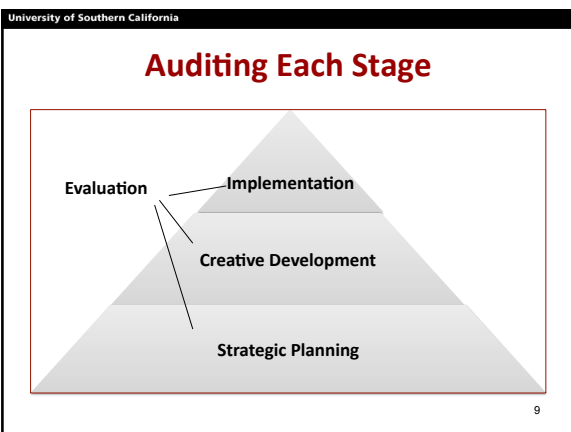


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Communications Audits

- Assesses current capacity to develop & implement effective communications
- Identifies resource & technical assistance needs
- Helps insure that your communications efforts are realistic & balanced with other programmatic activities

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Key Elements By Stage

Strategic Planning	Creative Development	Implementation
Identifying Vision	Developing Strong Concepts	Negotiating Skills
Goal Setting	Cultural Competency	Production Expertise
Messaging/Framing	Formative & Evaluative Research	Trafficking Materials/Dissemination
Tactical Planning	Directing Internal & External Creative Teams	Assessment

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Leverage Your Resources

- Form strategic partnerships
 - coalitions/associations, voluntaries, CBO's, public health officials/medical experts, businesses, local government, the media, celebrities, etc.
- Utilize/adapt existing materials when appropriate (TECC)
- Identify new creative approaches that break through the clutter

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Brand Your Campaigns

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Bring those brands to life

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A link for this video clip is available on our website.

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Find culturally appropriate ways to deliver your message

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Your education material can have a starring role

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Questions

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Thank you!

For more information, please contact:

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- General questions: teamlab@usc.edu or (626) 457-6610
- Yaneth Rodriguez: ylr@usc.edu
- Christine Ricohermoso: cricoher@usc.edu

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Next Webinar

- Best Practices and Strategies for Testing Materials (Field Test, Focus Groups, etc.)
- November 18th, 2010 10:00am to 11:00am
 - Description: This training will provide information on best practices and strategies for implementing focus groups, field testing materials, pilot testing materials and pre-testing materials.

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