

Idea/work Planning Checklist

Use this checklist to help you design your project. Follow the steps listed below!

Step 1	<p>What is the objective of your project/idea? (What do you want it to DO? What issue or problem needs to be addressed?)</p> <p><i>Examples – Help people quit tobacco, educate people about something, pass a new law, etc.</i></p>
Step 2	<p>Decide who your audience will be for this project/idea.</p> <p><i>Examples – Youth, adults, teachers / school staff, law makers, etc.</i></p>
Step 3	<p>Identify obstacles. (What beliefs, issues might stand between your audience and the desired objective?)</p> <p><i>Examples – Myths about the harms of sugar, soda is cheap and easy, people lose water bottles, youth feeling invincible, etc.</i></p>
Step 4	<p>Decide what your “call to action” is going to be. (What you actually want your audience to do?)</p> <p><i>Examples - Join a movement, visit a website, call a phone number, sign a petition, etc, eliminate soda in student government, etc. Try to limit yourself to only one or two calls to action, otherwise, your audience may get confused!</i></p>
Step 5	<p>Frame your message. Come up with a memorable way to catch your audience’s attention with interesting text and images that will effectively communicate your message.</p> <p><i>Examples – Apple logo, Nike “Just do it”</i></p>
Step 6	<p>Choose what media formats you would like to use for this project.</p> <p><i>Examples – Paid media opportunities: television ads, radio/Pandora ad, print ads, outdoor ads, or online ads; Earned media opportunities: social media posts,</i></p>

	<i>school announcements, newsletters, press releases, or outreach at a special event.</i>
Step 7	<p>Decide how you are you going to evaluate the effectiveness of your project. (How will you know that it actually worked?)</p> <p><i>Examples – tracking how many people responded to your “call to action”, how many people visited your website, called your phone number, signed your petition, law was passed, etc.</i></p>

Partnership Initiative Ideas:
