

SUPP Communication Campaign Standards		Locally-Designed	State-Designed
Planning Phase			
1. Secure support and/or participation from those community sectors that are responsible for providing access to the target audience.		✓	✓
2. Collect IYS data from a representative sample of the target audience. When conducting a parent campaign, data may be collected from the youth of the targeted parents. <ul style="list-style-type: none"> • Ensure a minimum of 50% of youth from the approved campaign service area participate in the survey. • Ensure data is no more than 2 fiscal years old at the start of planning. 		✓	
3. Develop a written project timeline for the planning and implementation phases which outlines: <ul style="list-style-type: none"> • Steps/tasks to be completed • Projected deadline for each step • The person(s) responsible 		✓	✓
4. Identify primary message distribution sources that are popular and credible with the target population via survey of a demographically representative sample of the target audience.		✓	✓
5. Develop a written marketing plan for the implementation phase which includes all message/material distribution sources (ads, posters, presentations, etc.) and estimated distribution/delivery dates. <ul style="list-style-type: none"> • Ensure implementation standards 9 through 12 are reflected in the plan. 		✓	✓
6. Develop campaign messages and materials that are reflective of the campaign objectives and consistent with prevention best practice. <ul style="list-style-type: none"> • Ensure messages reflect the campaign objective(s). • Ensure messages/materials do not include moral or fear appeals. • Ensure messages/materials do not focus on the long-term risks and harm associated with use. • Ensure materials do not include images of, or representations of, alcohol, marijuana or other drugs. 		✓	

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<p>7. Use pilot testing to gather feedback on all campaign messages and materials from a representative sample of the target audience (throughout the campaign).</p> <ul style="list-style-type: none"> • Conduct focus groups or intercept sampling to gather feedback. • Administer an advertising ballot to collect unbiased opinions and quantitative data in conjunction with focus groups and/or intercept sampling. • Ensure a minimum of 20 members representative of the target audience participate. 	✓	
Implementation Phase		
<p>8. Ensure all campaign messages/materials reflect the campaign objectives and are consistent with prevention best practice.</p> <ul style="list-style-type: none"> • Ensure messages reflect the campaign objective(s). • Ensure messages/materials do not include moral or fear appeals. • Ensure messages/materials do not focus on the long-term risks and harm associated with use. • Ensure materials do not include images of, or representations of, alcohol, marijuana or other drugs • Ensure materials are attractive/visually appealing to at least 2/3 of pilot testing participants. • Ensure messages are credible to at least 2/3 of pilot testing participants. 	✓	
<p>9. Implement the campaign for a minimum of 9 consecutive academic months (duration).</p>	✓	✓
<p>10. Use a minimum of two primary message distribution sources identified as popular and credible with the target population (see standard #4) during the campaign (<i>primary distribution sources reach a vast majority of the target population</i>).</p>	✓	✓
<p>11. Release new messages/materials through primary distribution sources at least once every 6 weeks to recapture the target audience's attention. (<i>Change new messages/materials by (a) altering the wording of the text, or (b) modifying the presentation through the use of new images/graphics, or (c) utilizing a different primary message distribution source.</i>)</p>	✓	✓

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<p>12. Implement supplemental methods such as contests, presentations, etc., at least once every 3 months to reinforce the campaign message and increase message saturation among members of the target audience (<i>supplemental methods reach a segment of the target population</i>).</p>	✓	✓
<p>13. Collect IYS survey data from a representative sample of the target audience at least once every two years throughout the campaign. When conducting a parent campaign, data can be collected from the youth of the targeted parents.</p> <ul style="list-style-type: none"> • Ensure a minimum of 50% of youth from the approved campaign service area participate in the survey. • Review data every two years for progress toward objectives. 	✓	✓