

<b>SUPP Communication Campaign Standards Revised FY27</b>	<b>Locally- Designed</b>	<b>State- Designed</b>
<b>Planning Phase</b>		
1. Secure support and/or participation from those community sectors that are responsible for providing access to the campaign audience.	✓	✓
2. Collect IYS data from a representative sample of the campaign audience. When conducting a parent campaign, data may be collected from the youth of the parents. <ul style="list-style-type: none"> <li>• Ensure a minimum of 50% of youth from the approved campaign service area participate in the survey.</li> <li>• Ensure data is no more than 2 fiscal years old at the start of planning.</li> <li>• Review IYS data every two years for progress toward objectives.</li> </ul>	✓	
3. Identify primary message distribution sources that are popular and credible with the campaign population via survey of a representative sample of the campaign audience.	✓	✓
4. 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"> <li>• Ensure implementation standards 9 through 12 are reflected in the plan.</li> </ul>	✓	✓
5. Develop campaign messages and materials that are reflective of the campaign objectives and consistent with prevention best practice. <ul style="list-style-type: none"> <li>• Ensure messages reflect the campaign objective(s).</li> <li>• Ensure messages/materials do not include moral or fear appeals.</li> <li>• Ensure messages/materials do not focus on the long- term risks and harm associated with use.</li> <li>• Ensure materials do not include images of, or representations of, alcohol, marijuana or other drugs.</li> </ul>	✓	
6. Use pilot testing to gather feedback on all campaign messages and materials from a representative sample of the campaign audience (throughout the campaign). <ul style="list-style-type: none"> <li>• Conduct focus groups or intercept sampling to gather feedback.</li> <li>• Administer an advertising ballot to collect unbiased opinions and quantitative data in conjunction with focus groups and/or intercept sampling.</li> <li>• Ensure a minimum of 20 members representative of the campaign audience participate.</li> </ul>	✓	

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**Implementation Phase**

<p>7. Ensure all campaign messages/materials reflect the campaign objectives and are consistent with prevention best practice.</p> <ul style="list-style-type: none"> <li>• Ensure messages reflect the campaign objective(s).</li> <li>• Ensure messages/materials do not include moral or fear appeals.</li> <li>• Ensure messages/materials do not focus on the long-term risks and harm associated with use.</li> <li>• Ensure materials do not include images of, or representations of, alcohol, marijuana or other drugs</li> <li>• Ensure materials are attractive/visually appealing to at least 2/3 of pilot testing participants.</li> <li>• Ensure messages are credible to at least 2/3 of pilot testing participants.</li> </ul>	<p>✓</p>	
<p>8. Implement the campaign for a minimum of 9 consecutive academic months (duration).</p>	<p>✓</p>	<p>✓</p>
<p>9. Use a minimum of two primary message distribution sources identified as popular and credible with the campaign audience (see standard #4) during the campaign (<i>primary distribution sources reach a vast majority of the campaign audience</i>).</p>	<p>✓</p>	<p>✓</p>
<p>10. Release new messages/materials through primary distribution sources at least once every 6 weeks to recapture the campaign 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>	<p>✓</p>	<p>✓</p>
<p>11. 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 campaign audience (<i>supplemental methods reach a segment of the target population</i>).</p>	<p>✓</p>	<p>✓</p>