

SUBSTANCE ABUSE PREVENTION

PROFESSIONAL DEVELOPMENT

PREVENTION FIRST
Building community capacity to prevent substance abuse

TIP SHEET

COMMUNICATION CAMPAIGNS: WHEN YOU CAN'T GET INTO SCHOOLS

Social Media

- If you haven't developed a Social Media strategy for your campaign, now is the time to do so!
- Many community organizations, schools, teachers, and school clubs are very active on social media during this time. Utilize those connections you have within your schools and communities and ask them to help you share your messages/materials.
- Electronic images of all State-developed campaign materials are available on Groupsites in the file cabinet in the FY20 SUPP Campaign Materials folder.
- Some things to keep in mind:
 - What are the policies of the schools you are working with? Are there any limitations, restrictions, or guidance you may have to adhere to?
 - Engage your YAC members and have them drive your messaging strategy online. Teens now more than ever are staying connected through social media. Utilize them to share prevention messages that support your campaign.
 - Social Media is a supplemental method of distributing your messages, as there is no guarantee it will reach the vast majority of your target audience.

E-Learning Opportunities

You may be able to disseminate supplemental methods like classroom presentations through remote/e-learning platforms while schools are engaged in these efforts. If you have online access to your target audience during this time, utilize the connections you have with your administration and teachers to explore this possibility. Here are just a few ideas/platforms we suggest:

- If a school (or other organization with access to your target population) is willing, offer to host a presentation about your campaign through a platform such as [Zoom](#), [Google Hangouts](#), or through the platform that your school utilizes.

- Create interactive games on [Kahoot](#) or other online gaming platforms.
- Create campaign videos. Free and low-cost video making software and apps makes this process quick and easy. Just do an internet or app search, and you will see the many options based upon your skill level and budget.
- Start a podcast about your campaign. If this is a new skill for you, consider researching resources to help you, such as <https://blogging.com/podcasting/>.

School Communications

- Many school districts communicate directly and regularly with parents and students. Find out what channels your schools use and try to get your messages into these channels.
- Many schools utilize marquees to disseminate information to the community. See if your school is updating its messages and find out if you can use this visible channel.
- Community channels may offer additional opportunities, such as village newsletters.

Develop your Relationships with Local Media

- There's no time like the present to engage with your local media and let them know about the great work that you are doing. For more information, see Prevention First's Tip Sheet on [Working with Local Media](#).
- Review the information from your Planning and Implementing Communication Campaign training materials on how to write a press release or see Prevention First's Tip Sheet on [The Art of the Press Release](#).

Plan and Implement Process Evaluation

- Process evaluation is a critical component of a successful campaign.
- Utilize this opportunity to conduct evaluation and make any needed adjustments to your marketing plan to reflect your community or school better.
- Convert your intercept surveys (and marketing surveys) to an electronic platform such as [SurveyMonkey](#) or [Google Forms](#) and work with your schools or other community partners on finding a method of communication to distribute this form electronically to your target audience. Strive for a representative sample of at least 10% of your target audience or at least 20 respondents, whichever is greater. If collecting responses electronically, it's important to verify that all respondents are, in fact, members of your target audience.
- Seek technical assistance from Prevention First if you would like help developing process evaluation methods (see contact information below).

Get ahead

- Now is the time to work on your Project Timeline and Marketing Plan for your FY21 Campaigns.
- While creating your marketing plan, take some time to brainstorm some creative and interactive supplemental strategies to reinforce your campaign messages and reach your target audience on a more personal level.
- Review the [4 Easy Steps to Reach Your Audience](#) video created by Prevention First.

Seek Professional Development Opportunities

- Prevention First has a [Professional Development Resource Guide for Communication Campaigns](#). This guide is an excellent overview of the Communication Campaign goals and objectives as well as the SUPP Standards.
- Check out Prevention First's online training "[Collaborating with Key Stakeholders.](#)" This training will be useful in helping you engage community partners and gain their support to increase the reach of your campaigns.

Plan to Secure Additional Support

- Develop a list of key stakeholders and other community partners that could potentially support your campaign and help you reach your target audience.
- Create an outreach plan with your team to reach potential partners and develop an "ask" – what you are looking for out of a partnership.
- Update and obtain any new linkage agreements for FY21 campaigns with any relevant partners.

Reach Out for Technical Assistance

Whether you want to work through specific challenges you are encountering due to lack of access to students, schools or your community members, or are looking for ways to utilize this time to plan and identify some strategies to make your communication campaign for FY21 even more successful, we are here for you!

Please reach out to Anne Cox at anne.cox@prevention.org or any of the Training and Technical Assistance Specialists below if you need anything!

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