

AGENCY ACTION PLAN –Meeting November 15ht, 2010 2:00 pm at the ICHD

Agency: ISAP Media Committee

Goal / Objective: “Most Teens Don’t “ (MTD) Media campaign (pages 7-8-9 in ISAP Media & Communications Plan)

Objective 1:				
CSAP Prevention Strategy	Implementation Plan Strategy and Associated Tasks	Timeline	Individual Responsible & Other Networks Involved	Strategy and Task Milestones
	<p>Task: Assigning PAL groups the MTD project for January-May</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Develop an application and instructions for the PAL groups to submit for their project, including: <ul style="list-style-type: none"> • A healthy choices pledge • A school kick-off event • Parental permission slip • Willingness to assist with pre and post surveying • Administrative OK from their district • Assistance with Alcohol Awareness Month and one community event • OPTIONAL: Budget with proposed expenses • OPTIONAL: Logo development for Tri-County use • OPTIONAL: Apply for a PN grant for trinkets/expenses • OTIONAL: posters, PSA’s, Video dub/sync <input type="checkbox"/> 2. Application will be ready for submission to PAL advisors by November 28th, 2010 <input type="checkbox"/> 3. PAL groups will submit their app via their advisor by December 17th, 2010 <input type="checkbox"/> 4. Media Committee will review and select PAL group apps 	<ul style="list-style-type: none"> 1. by Nov 28th 2. Nov 28th 3. December 17th 4. By January 15th 	<ul style="list-style-type: none"> 1. Harriett, Polly, Micki 2. Mlcki 3. Micki 4. Media Committee 	<p>Milestone:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. App designed <input type="checkbox"/> 2. App emailed to PAL advisors <input type="checkbox"/> 3. PAL groups submit completed apps <input type="checkbox"/> 4. ISAP media committee selects PAL groups (3-4)
	<p>Task: Social Media and Web Site production</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Prepare a Facebook page for MTD, without launching it live 	<ul style="list-style-type: none"> 1. By January 15 	<ul style="list-style-type: none"> 1. Harriett 	<p>Milestone:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Facebook page ready to launch
Objective 2:				
CSAP Prevention Strategy	Implementation Plan Strategy and Associated Tasks	Timeline	Individual Responsible & other networks involved	Strategy and Task Milestones

	<p>Task: Prep work for PAL project</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Select a “Pledge” for MTD Ambassadors – utilize healthy behavior choices <input type="checkbox"/> 2. Develop guidelines for the Pledge <input type="checkbox"/> 3. Look at Pre and Post Surveys done by Jackson, modify for Ingham as appropriate <input type="checkbox"/> 4. Look at MIPHY and Community Norms Survey data around perception of use versus actual use for targeting messages <input type="checkbox"/> 5. Develop a list of potential youth groups to participate beyond PALS (Teen Court, Foster Care Focus groups, etc) 	<p>1. By January 15</p> <p>2. By January 15</p> <p>3. by January 15</p> <p>4. December Media Comm meeting</p> <p>5. December Media Comm meeting</p>	<p>1. Marie and Polly</p> <p>2. Marie and Polly</p> <p>3. Harriett, Polly, Micki</p> <p>4. Media Committee at December Meeting</p> <p>5. Media Committee at December Meeting</p>	<p>Milestone:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Pledge developed <input type="checkbox"/> 2. Guidelines for using Pledge developed <input type="checkbox"/> 3. Pre and Post surveys developed <input type="checkbox"/> 4. Target audiences identified for inclusion in the Media & Comm plan <input type="checkbox"/> 5. Groups contacted and provided with project rules and App
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