

Implementation Plan: EXAMPLE

Strategy: Parent Education Initiative

Contributing Factors:

1. Parents provide alcohol to their kids and their friends (because parents don't consider alcohol a drug and parents don't know the legal liability of serving alcohol to their kids)
2. _____

Target Groups:

1. Parents of high school students
2. _____

Geographic Location(s):

1. The two urban centers of the county
2. _____

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?
English PSAs	Implementation Partner: WRAL FM Primary Contact: Laurie from Laurie and the Showgram Address: 1516 E. Franklin St. Chapel Hill, NC 27514 Phone: (919) 265-2629	July – December, 2008.	We will provide a 30-second PSA script to the morning show staff.	\$5,000 budget for 1 PSA to air during morning rush hour with dates TBD. The radio station will donate staff time.
Spanish PSAs	Implementation Partner: Casa Del Pueblo, MIX 105 Primary Contact: Martha at Casa del Pueblo. Address: 1516 E. Franklin St. Chapel Hill, NC 27514 Phone: (919) 265-2631	July – December, 2008.	Casa del Pueblo will create the 30-second PSA and volunteers will read it over the air.	\$2,000 for 1 Spanish PSA during newsbreaks with dates TBD. Casa Del Pueblo will provide volunteers to read the PSA.

Implementation Plan

Strategy:

- Contributing Factors:
- 1.
 - 2.
 - 3.
 - 4.

- Target Groups:
- 1.
 - 2.

- Geographic Location(s):
- 1.
 - 2.

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?
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