

I Am One/One Choice Campaign Planning Tool

Share your

I Am One/One Choice
Campaign with us at:

OneChoice@IBHinc.org

WHY?

WHY do I make the One Choice to be drug free?
WHY am I motivated to share this message with my peers/community?
WHY is this message needed in our community?

WHO?

WHO needs to hear this message? Message needs to be right for the audience!
WHO needs to be "on board"? Do we need permission or access to resources?
WHO is going to help? Who can provide input, finances, skills/talents/expertise (art, technology, etc)

WHAT?

WHAT are we going to do? Video/PSA? Poster campaign? Presentation?
WHAT do we need? Do we need information, supplies, volunteers, space, etc?
WHAT impact do we hope to have? Dream big, then make sure the steps you take are leading toward this impact.

WHEN?

WHEN will the community be ready to hear it? Are people around? Have we done our pre-work? Do we have buy-in from stakeholders?
WHEN are there opportunities to connect to larger messages? (National campaigns like "SAMHSA's National Prevention Week" or Red Ribbon Week or local/county/state level public health campaigns)
WHEN will we be ready? (set a realistic time-frame, based on what you're planning to do and the action steps needed to get it done)

HOW?

HOW are we going to reach our audience? What platform(s) will we use (social media, print, advertisements, mosaic wall, video/PSA)
HOW will we get input/info/resources?
HOW will we pull this off?!

(Hint: By making a good plan and following it!)

**One Choice
Community:** *join us!*



ryeact.com



onechoiceprevention.org