



Evidence-Based Behavior Change Campaigns to Improve Traffic Safety:

Appendix B: Toolkit Checklist

APPENDIX B. TOOLKIT CHECKLIST



Phase 1

Understand Behavior Change Campaigns and Theory

- Determine the goals of the traffic safety behavior change campaign.
- Select one or more behavior change theories to guide the campaign.
- Apply aspects of one or more behavior change theories to the campaign.



Phase 2

Develop a Campaign Plan and Strategy

- Determine the health behavior the campaign will address.
- Conduct a needs assessment and needs analysis to describe the health behavior, the gaps, and the appropriate solutions.
- Identify and gather information on existing behavior change campaigns.
- Identify stakeholders who are knowledgeable and available to provide assistance with the campaign.
- Develop campaign goals and objectives that are SMART (Specific, Measurable, Achievable, Relevant, and Time-bound).
- Identify and describe the intended audiences of the campaign.
- Select message settings, channels, and activities that are appropriate for the intended audiences.
- Identify campaign partners and determine how they will be involved during the planning and design phases.
- Develop the overarching campaign strategy.
- Develop a communication plan that describes the plans for developing campaign messages and materials, the plans for partnering and the roles of each partner, and the campaign timeline.
- Develop a logic model for the campaign.
- Develop a draft evaluation plan that describes the intended campaign outcomes.

✓ Phase 3

Develop and Pre-Test Messages

- Identify how the health behavior is currently framed by the intended audience.
- Develop message concepts, including words and images, that are appropriate and memorable for the intended audiences.
- Test the message concepts with the intended audiences.
- Map the message concepts to the message settings, channels, and activities selected during Phase 2.
- Determine what media channels will be used to disseminate the messages.
- Consider whether existing messages from other campaigns can be adopted or adapted for the campaign.
- Ensure that the campaign messages are concise, strategic, relevant, compelling, simple, memorable, authentic and real, and tailored, and include a call to action.
- Develop multiple formats for each campaign message.
- Pre-test the campaign messages using qualitative or quantitative methods.
- Revise and finalize the campaign messages and materials following the pre-test.
- Involve partners and stakeholders in developing and testing message concepts, developing messages and materials, and pre-testing messages and materials.

✓ Phase 4

Implement the Campaign

- Refine and use the plans established during Phase 2 to guide campaign implementation, management, and monitoring.
- Identify community assets that can be leveraged to support implementation.
- Determine the campaign launch date and the duration of the launch.
- Determine if the campaign will begin quietly or if there will be a campaign kickoff event.
- Determine if and how the media will be involved in the campaign kickoff event.
- Identify the costs and materials associated with campaign launch and implementation.
- Determine what types of ongoing campaign management and monitoring activities are required.
- Prepare and plan for unexpected events during campaign implementation, if possible.
- Determine when and how the process evaluation be implemented.

- Determine the specific roles and activities of partners, stakeholders, and community members during campaign launch, management, and monitoring.
- Identify how to promote partner engagement and communication during implementation.
- Identify the community champion that will support the campaign.



Phase 5

Evaluate the Campaign

- Engage stakeholders in the evaluation of the campaign.
- Describe the campaign using the logic model and SMART objectives established during Phase 2.
- Outline the research questions that the evaluation will address.
- Determine what evaluation design will be used.
- Identify the evaluation indicators and ensure they connect to the logic model.
- Determine what data sources and data collection methods will be used.
- Determine whether an institutional review board needs to review the data collection procedures and protocols.
- Establish data collection and data security procedures.
- Identify conclusions, implications, and recommendations from the data collected.
- Ask stakeholders to review the evaluation findings.
- Share the evaluation findings and lessons learned broadly.