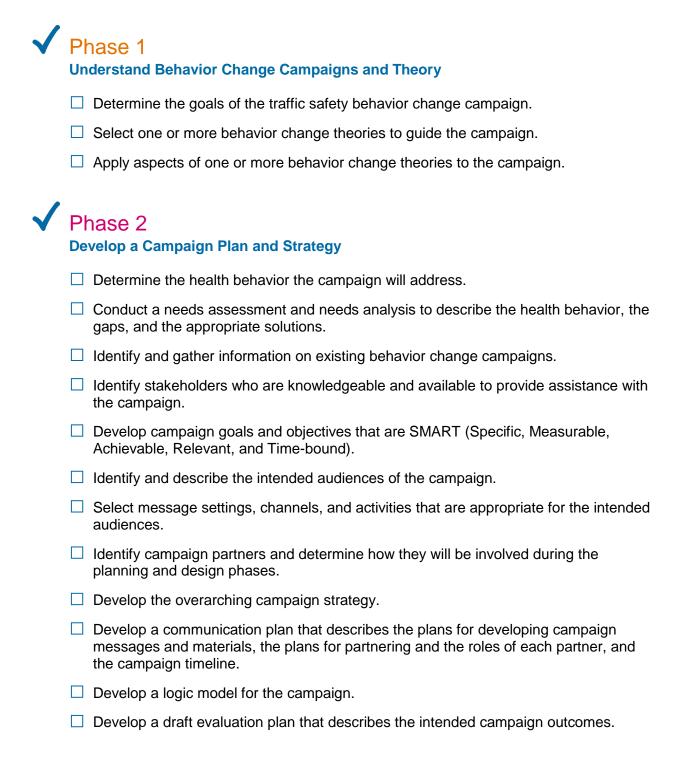




APPENDIX B. TOOLKIT CHECKLIST



✓ 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.
✓	nase 5 aluate 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.