

WORKSHEET A: Identifying a Strategy to Support through Communications

Not all prevention strategies will lend themselves to using communications tactics throughout their implementation. This worksheet is designed to help you prioritize which strategies make the most sense to support with communications. You may find that one or two strategies align themselves better to communications than others do.

Select a strategy from your logic model or prevention plan.	STRATEGY 1 _____	STRATEGY 2 _____	STRATEGY 3 _____
1. Could this strategy benefit from communications efforts? (Does it require educating or raising awareness within the community?)			
2. Are communications essential to the success of this strategy?			
3. Does this strategy have a ready audience to receive communications?			
4. Do you have the following in place to make communications efforts successful? <ul style="list-style-type: none"> • Budget • Staff • Time • Technology • Community partnerships 			