REQUEST FOR MEDIA / COMMUNICATIONS APPROVAL

Instructions for Completing Form

- Review the information outlined under "Best Practices/Resources/Tips for Consideration."
- Complete all information in sections 1, 2 and 3.
- Email completed form and media for review to:
  - ATOD related media: Email to assigned DDAP prevention analyst
  - Problem gambling related media: Email to ra-da_gambling@pa.gov
- Do not imbed media for review into body of email. Include it as an attachment. For example, put radio ad script into a Word document and attach rather than putting the ad script into the body of email.

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BEST PRACTICE/RESOURCES/TIPS FOR CONSIDERATION
(Below is information to consider before submitting media for approval.)

Best Practice

- Receiver (who you want to reach with message, also known as audience)
  - To effectively communicate to an audience, you need to know them. You need an understanding of what they know, what they value, what they perceive as barriers, etc.
    - Implementing focus groups, surveys, listening sessions, etc. with the audience are ways to answer these questions.
  - Having a much more specific/narrow audience is often best, especially given our relatively small budgets for media-based strategies. An audience of "general public" or "all parents in the county" should generally be avoided. Focusing on a more specific geographic location and more specific subpopulation within that location helps increase your ability to both adequately know and reach your audience.
- Channel (vehicle distributing the message)
  - Knowing your audience is again very valuable in determining the best ways to reach them.
  - Determining what channels (e.g. social media, newspaper, radio, poster, etc.) to use may also need to be informed by your message. A more complex or nuanced message is unlikely to be clearly communicated via a channel where the message needs communicated in 10 seconds or less.
  - It is important to have a mix of not just media channels like social media, online, TV, transit ads, etc., but also have in-person strategies (presentations/conversations/etc.) for sharing the message.
  - Billboards are a frequent channel for our prevention messages, but billboards are inefficient in their ability to reach a specific audience, are often less cost effective than other strategies, and can often be ill suited for communicating more complex prevention messages.
- Message (what we're trying to communicate)
  - It's critical to have a very clear and well-defined purpose and goal for your messages. This purpose and goal should be informed by the audience and what they need.
  - Avoid trying to communicate too many different things in one message.
  - It is valuable for messages to have a call to action (what is the response to the message that you are trying to prompt your audience to take).
  - The audience should be involved in the development of the message. Holding focus groups is one way to get this feedback/input.
  - Messages created should be tested/reviewed by the audience. Is your message clear (do they understand what you're trying to communicate) and is it compelling (would it inspire them to take action)?
  - If you plan to create your own media, it can be beneficial to utilize the expertise of media design/graphic design professionals.
- Saturation/Repetition
  - Much of our prevention messaging is persuasive messaging. One key to effective persuasive messaging is repetition.
  - When considering both who the audience is and the message channel, consideration needs to be given to the potential saturation of the message. Will enough of your audience see the message enough times for it to truly be impactful?
  - Having a very broad/large audience or using expensive channels that limit you to only putting the message out/up a few times is likely to mean that your message won't have enough saturation to be effective.

○   Your budget will also be a consideration here. Budgeting a small amount of money that only allows for repeating a message a couple times on just one channel is unlikely to be an effective use of funds.

Resources/Tips

Centers for Disease Control and Prevention (CDC) has a wide variety of resources on health communication:

- CDC Clear Communication Index – a research-based tool to help you develop and assess public communication materials.
- CDC Clear Writing Hub – Includes training, tips and other resources on clear writing.
- CDC Health Communication Playbook – contains resources/tips for creating effective materials such as fact sheets, webpages and press releases.
- CDC Health Communication Gateway – Hub for a variety of resources on health communication.
- CDC Best Practices for Comprehensive Tobacco Control Programs - see section on Mass-Reach Health Communication Interventions. Provides guidance on how much of the audience a campaign needs to reach and how long it needs to run to change awareness, attitudes or behavior.

Community Tool Box – Chapter 6 Communications to Promote Interest – Topics covered include developing a plan for communication, using principles of persuasion, using paid advertising and preparing/creating press releases, editorials, PSAs, newsletters, posters/flyers, brochures, fact sheets, websites and direct mail.

ADAPT messaging and communications resources:

- Substance Use Prevention Communications Toolkit
- Framing Prevention Messages
- Persuasive messaging – Learn more about effective persuasive messaging in this two-part webinar: Part 1 and Part 2.

National Cancer Institute Making Health Communication Programs Work – Outlines a four-stage process and the steps within each stage for implementing effective health communication programs.

There are numerous websites that provide tips on how to create various types of ads. Below are just a few related to billboards and radio, but you can find many more through simple searches.
Billboard Tips

- Hints for a Great Billboard
- How to Design a Great Billboard

Radio Tips

- Write Great Radio Ads: The Ultimate Guide
- 5 Easy Steps to Writing a Good Radio Ad

Radio/TV/Video Word Counts (rule of thumb for length)

- 15 Second Spot – 30 to 40 words
- 30 Second Spot – 75 to 85 words
- 60 Second Spot – 150 to 170 words

SECTION 1: SUBMITTER INFORMATION

SCA:

Date of Request:	Date Approval Needed (Please allow 4 weeks for review/approval process):	
Point of Contact:	Phone:	Email:

SECTION 2: MEDIA DETAILS

Media Channel/Type of Media (Check all that apply and provide additional requested details for the type of media. If any of the additional details are unknown, please write in "unknown." You must note the cost of each type of media. Cost can be an estimate if exact is cost not yet known.)
If you are disseminating a message in multiple ways (e.g. online, brochure and newspaper), each of the pieces of media created should be submitted as <u>one</u> request on one form. If you're unable to submit as one request, please discuss with your assigned DDAP analyst before submitting the form.

☐ **Print Ad** (newspaper, magazine) Name of publication (e.g. newspaper name): # of times ad will run: Cost: $	☐ **Billboard** (*Utilization of DDAP funds for billboards is discouraged)* # of billboards: # of weeks billboard(s) will be up: Location(s) of billboard(s): Cost: $
☐ **TV/Connected TV (CTV)** Length of Ad (e.g. 30 sec): # of times ad will run: # of stations will air on (if CTV, just list CTV): Cost: $	☐ **Radio** Length of Ad: # of times ad will run: # of stations will air on: Cost: $
☐ **Bus/Bus Shelter/Transit** # of weeks ad will be up: # of bus/transit shelters with ad: Cost: $	☐ **Poster/Sign/Banner** # of posters/signs/banners: Location(s) of posters/signs/banners: Cost: $
☐ **Online/Web Ad** Type of online/web ad:	☐ **Social Media Ad** Platform(s) ad will run on (e.g. Facebook):

Length of time ad will run: Cost: $	Length of time ad will run: Cost: $
☐ **Printed Materials** Type of material (e.g. brochure, sticker, magnet): # of materials to be printed: Cost: $	☐ **Other** Describe: Cost: $

Additional Media Details
DDAP Funding Source (e.g. SAPT Block Grant, State General Assistance (base), SOR Grant, etc.). *Do not list funding source as simply "prevention" or "intervention".*
If a paid ad (see section 1.04 of Prevention Manual for definition of paid ad), is "**Paid for with Pennsylvania taxpayer dollars**" included in ad (do not submit paid ad for approval without this tag)? ☐ Yes   ☐ Not a Paid Ad
Use of Local Hotline: Does media direct audience to a local hotline for SUD treatment and recovery services? If yes, describe below your justification for using local hotline rather than 1-800-662-HELP. **Justification**:   ☐ N/A, ad/media does not direct audience to local hotline for treatment and recovery services
If media is paid for with Compulsive and Problem Gambling Treatment Fund (CPGT) funds, has DDAP's Problem Gambling Hotline number: **1-800-GAMBLER** been included (required to include on all CPGT funded media – do not submit this form until number is included). ☐ Yes   ☐ N/A – not CPGT funded
Sources/Citations: If media contains statistics or information for other sources and it is not feasible/advisable to cite the source within the media, please list the sources below. (*For media like brochures, it is best to cite sources within the brochure. It is best to reference/cite the underline source. For example, if a newspaper article references a research study, the source should be the research study not the newspaper. It's important to check the primary source as you cannot always trust that the website or newspaper that references a study has accurately represented/interpreted the study findings.*)

SECTION 3: MEDIA PURPOSE AND DEVELOPMENT

What is the **purpose/goal** of the media? What problem and risk/protective/contributing factor is the media/message intended to address? *(E.g. The goal of advertising drug take back boxes is to increase awareness of take back box locations and increase knowledge of the dangers of not disposing of unused medication in order to increase proper disposal of prescription drugs and reduce access to prescription drugs for misuse.)*

Purpose/Goal:

Who is your **audience**? If the media is for an audience in a specific community, school district, geographic location, etc., please note that in your description of the audience. *DDAP discourages the use of funds for media that is for a very broad audience such as "general population" or "all parents in the county". With small budgets, media for a specific geographic location and specific subpopulation within that location is likely to be more effective as it helps increase your ability to adequately know and reach your audience.*

Audience:

What action are you trying to inspire in your audience (i.e. what is your **call to action**)? *A call to action is the response to the message that you are trying to prompt your audience to take. This often refers to more immediate actions such as calling a hotline for help, signing up to be a mentor, having a conversation with child about alcohol use, etc., not the long-term behavior change such as not misusing substances.*

Call to Action:

How have you **engaged the audience** in the following areas:
- Knowing audience – How have you gathered information about what your audience knows/doesn't know, what they value, what they perceive as barriers, etc.?

- Media Channel – How has your audience given input into the channels/types of media you selected to use?

- Media Development – How was your audience engaged in providing input into the development of your media/message?

- Message Testing – How was your media tested or reviewed by your audience to help determine if the message is clear, compelling and culturally/linguistically appropriate?

Will there be **in-person strategies** (e.g. presentations/conversations) utilized to communicate the message(s) in your media? *Having in-person strategies to share/reinforce the message in your media is likely to increase your potential impact/effectiveness.*

☐ Yes   ☐ No

If yes, describe: