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**National Consumers League**

***Script Your Future* Campaign**

**Target Market Strategic Plan and Evaluation**

The campaign will seek to establish long and active engagement of local coalition members to raise awareness about the importance of medication adherence. The proposed strategies and tactics below identify opportunities to advance the *Script Your Future* campaign in [CITY] through [DATE].

**Strategy #1:** **Expand coalition membership.**

Tactics: *(Please include a list of organizations, in priority order, that you think should be added to the coalition and your plans for reaching out to them.)*

Metrics: *(Please describe how you will measure success in expanding coalition membership.)*

Evaluation: *(Please describe if and how you met your metrics and the successes and challenges.)*

**Strategy #2:** **Sustain active engagement of coalition members.**

Tactics: *(Please describe your plans for ongoing communications with coalition members, including when you might hold additional in-person meetings. Describe ways in which coalition members will participate in the campaign. For example, serve on a sub-committee, speak at a local event, write an op-ed, disseminate messages through their internal/external networks, etc.)*

Metrics: *(Please describe here how you will measure coalition engagement.)*

Evaluation: *(Please describe if and how you met your metrics and the successes and challenges.)*

**Strategy #3: Participate in or plan community activities that reach our target audiences of patients and health care professionals with campaign messages and materials.**

Tactics: *(Please bullet out here a list of any events that we might attend or host/plan to promote the campaign including, but not limited to, community events, organizational meetings, conferences, other coalition gatherings, etc.)*

Metrics: (*Please describe here how you will measure event participation and outreach.)*

Evaluation: *(Please describe if and how you met your metrics and the successes and challenges)*

**Strategy #4: Develop tailored partnerships with individual target market coalition members that bring together tools and resources in order to reach our target audiences.**

Tactics: (*Please bullet out, with as much detail as possible, current and future opportunities to partner with individual organizations on your coalition. Example:*

* *American Diabetes Association – our local chapter of the ADA is conducting an outreach program for Veterans with diabetes that utilizes the VA for their medical services but have not been adherence to their diabetes medication. As part of this program ADA is working with home health aide services to reach these patients. We could work with the VA to do an information session on the campaign for the home health aides and supply them with our materials to distribute to the patients they work with. )*

Metrics: *(Please describe here how you will measure individual partnerships.)*

Evaluation: *(Please describe if and how you met your metrics and the successes and challenges.)*

**Strategy #6: Reach out to the media at key times to promote what the campaign is doing in your target market.**

Tactics: *(Please describe traditional and online media outreach ideas you have that could be implemented to correspond with the activities and partnerships you’ve described above.)*

Metrics: *(Please describe how you will measure media outreach efforts.)*

Evaluation: *(Please describe if and how you met your metrics and the successes and challenges.)*

**Timeline**

*(Please complete the following timeline to include the events, activities, key milestones of partnerships and any other important dates from now through the end of 2011. See example in first row.)*

|  |  |  |  |
| --- | --- | --- | --- |
| Date/ Week of | Event/Activity | Objective | Coalition Member(s) Involved |
| *June 16* | *Meeting of employees of statewide pharmacy chain*  | *Provide overview of the campaign to employees of pharmacy chain and distribute copies of campaign materials to get into all their stores. This will provide context for employees so that once the formal partnership with the corporate office is established, they will be more engaged.*  | *Pharmacy chain*  |
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