

Part 1: Gathering and Analyzing Information

1. What healthy place are we promoting? _____

2. What is the target audience(s) for our promotion strategies? _____

3. What information gathering strategies will we use to learn how our target audience gets its information?

4. How will we analyze the information we gather?

5. Based on our research, we will use the following communication medium/media to reach our target population: _____

6. How will we reach our target audience so that everyone knows about our healthy place? _____

7. How will we provide social appeal in the place for our target audience? _____

8. How will we provide task appeal in the place for our target audience? _____

9. What is our message? _____

10. What communication channels will we use to reach our target population? _____

11. What resources will be **needed from and by** our team to put the plan into action? (Resources include time, people power, skills, and/or money, etc.) _____

12. Where will the team look for the needed resources? _____

Part 2: The Promotion Plan

1. What team member(s) will be assigned to complete each action step and what are due dates?

Action Step	Change Team Member(s) Responsible	Due Date

The final product, the “Promotion Plan,” will be ready to take to Place Leaders in your school for implementation. It is the responsibility of the Change Team to develop the plan **and** to implement it with the help of the Place Leaders.