

# Developing an Outreach Plan

## Step 1: Identify your target audience(s)

Who is/are your target audience(s)?

What are the key characteristics of your target audience(s) that are important for tailoring your message (e.g., age, ethnicity, geographic area)?

What is your behavioral objective?

## Step 2: Identify your messages

What are your communication goals? How will you evaluate success?

What are the messages your audience needs to know to perform the desired behavior?

What is your call to action?

## Step 3: Identify your products/channels

What are your primary communications channels to reach your primary audience? (e.g., website, social media, newsletter, etc.)

What products will work best for these channels?

Do you need to create new products or tailor existing products?

## Step 1: Identify your target audience(s)

Who is/are your target audience(s)?

Parents of preteens and teens

What are the key characteristics of your target audience(s) that are important for tailoring your message (e.g., age, ethnicity, geographic area)?

Women ages 30 to 55 in the Indianapolis metro area

What is your behavioral objective?

Increase the percentage of adolescent boys and girls who get all of their recommended vaccines before the school year starts.

## Step 2: Identify your messages

What are your communication goals? How will you evaluate success?

**Communication Goals:** Increase knowledge and awareness about the importance of receiving all of the routinely recommended adolescent vaccines

**Evaluating Success:** Visits to the website, downloads of materials, number of materials distributed, engagement on social media (e.g., likes, shares, retweets), partner engagement

What are the messages your audience needs to know to perform the desired behavior?

- Vaccines are important for protecting children from serious, and sometimes deadly, diseases.
- Preteens and teens are at increased risk for diseases like meningococcal disease and cancer-causing HPV infections and need the protection of vaccines to keep them healthy.
- You can send your children to middle school and high school – and also off to college – protected from these vaccine-preventable diseases by ensuring your children are up to date on their vaccines.

What is your call to action?

Talk to your doctor to make sure your children are up to date on the vaccines they need before they go back to school.

### Step 3: Identify your products/channels

What are your primary communications channels to reach your primary audience? (e.g., website, social media, newsletter, etc.)

Facebook, Twitter, website, doctor's offices, schools

What products will work best for these channels?

Social media messages, web content, fact sheets, drop-in articles

Do you need to create new products or tailor existing products?

**See next slide for available resources -->**

You can...	How to do this...	Products...	Tools to make it easier for you!
Update your web presence to highlight immunization	<ul style="list-style-type: none"> <li><input type="checkbox"/> Place banners/buttons on your website</li> <li><input type="checkbox"/> Content syndicate CDC webpages</li> <li><input type="checkbox"/> Web content such as a feature articles</li> <li><input type="checkbox"/> Use key points to update/create web content</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have</li> <li><input type="checkbox"/> Need to update</li> <li><input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> NIAM logos and banners</li> <li><input type="checkbox"/> CDC web content</li> <li><input type="checkbox"/> CDC web buttons</li> <li><input type="checkbox"/> CDC features</li> <li><input type="checkbox"/> Key messages</li> <li><input type="checkbox"/> Ready-to-publish articles</li> </ul>
Promote through social media	<ul style="list-style-type: none"> <li><input type="checkbox"/> Post on Facebook and/or Twitter</li> <li><input type="checkbox"/> Retweet and share posts by others</li> <li><input type="checkbox"/> Upload infographic to Pinterest or other social media</li> <li><input type="checkbox"/> Share NIAM-related news articles on your social media accounts</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have</li> <li><input type="checkbox"/> Need to update</li> <li><input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Sample tweets and posts</li> <li><input type="checkbox"/> NIAM logos and graphics</li> </ul>
Highlight NIAM and immunization in organization newsletters	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create an immunization focused article and/or newsletter</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have</li> <li><input type="checkbox"/> Need to update</li> <li><input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ready-to-publish articles</li> </ul>
Generate media exposure for NIAM and immunizations	<ul style="list-style-type: none"> <li><input type="checkbox"/> Leverage your local news (newspapers, radio stations, bloggers and other websites) to place print ads and PSAs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have</li> <li><input type="checkbox"/> Need to update</li> <li><input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> CDC print ads and PSAs</li> <li><input type="checkbox"/> Media relations toolkit</li> <li><input type="checkbox"/> Sample news release</li> <li><input type="checkbox"/> Sample media advisory</li> <li><input type="checkbox"/> Key messages</li> </ul>