



Methods Planning Guide

Methods form the backbone of any outreach campaign, and while the messages may be strong, the PSAs clever and the articles and ads poignant, how you get the message out, disseminate these materials and who you choose as a spokesperson(s) can make or break your efforts. Use this section of the *Resource Guide* as a tool to help you confirm potential messengers and strategies.

1. Print out the Methods Planning Guide.
2. Answer the questions.
3. Fill in the blanks, and check all of the strategies that apply.
4. Create your organization's personalized outreach blueprint.

Your Messengers

Think about:

- Who can best deliver your messages?
- Should it be students or campus personnel, or both?
- What are the criteria you will use to recruit potential spokespersons – for example, should they have medical credentials? Have they participated in health education campaigns in the past? Is there something compelling about these individuals that make them ideal spokespersons?

continued

Spokespersons

Type	What materials best suit your spokespersons? (articles, blogs, etc.)	Your Connections (name phone, e-mail)
Student government – campus leaders		
Fraternities and sororities – Big Brothers and Den Mothers		
Student health center – nurses, doctors, other staff		
Residential life – RAs and dorm staff		
Counseling center – counselors and other staff		
Campus security – officers and other personnel		
Campus transportation – drivers and planners		
Other relevant venues – cafeteria and bookstore staff members		
Program coordinators and volunteers		
Campus communications and outreach staff – special activities		
Coaches, athletic trainers, team captains		
Faculty members – public health, drug abuse, pharmacy, nursing, medicine, allied health, health education		
Campus media – newspaper editors, radio and TV producers		
Freshman orientation and other special activities coordinators		
Off-campus medical centers, doctors' offices, pharmacy and grocery store personnel		
On- and off-campus movie theater marketing managers		
Local radio and TV personalities; newspaper editors		
Social media – websites, Facebook and Twitter groups and blogs		
Other		