

NOTE: This PDF is meant to help you plan for the questions on the actual online form. Do not use this PDF to send in an application submission. When you are ready, go to the link on the websites and submit your online application.

CPA Media Materials & Planning Opportunity Application

I. Organization and Contact Information

Please complete the following:

Organization Name	<input type="text"/>
Organization Website	<input type="text"/>
Address	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
County	<input type="text"/>
Primary Contact Name	<input type="text"/>
Primary Contact Email	<input type="text"/>
Primary Contact Phone Number	<input type="text"/>

What is your organization or coalition mission? And, briefly explain a few of your prevention initiatives or programs. (150 words or less)

Have you reviewed the accompanying CPA 2023 Media Opportunity Planning Guide PDF?

- Yes
 No

Have you attended or reviewed the recorded presentation from May 22, 2023?

- Yes
 No

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II. Prevention Program/Initiative/Event and Target Audience Information

Which of the four messaging themes described in the guide have you chosen for your campaign?

- Prevention Happens Here
- Start by Connecting
- Care Enough Not to Share
- Anyone Can Make a Difference

What prevention program, initiative, or event would you like to promote with your media campaign?

Who is the target population of your media campaign? Try to be as specific as possible. Is it targeted to a community, school district, parents of students ages 10-14, etc? (50 words or less)

What is the date or timeline of the program/initiative/event that your campaign will promote? Remember, it must take place after 29 September 2023.

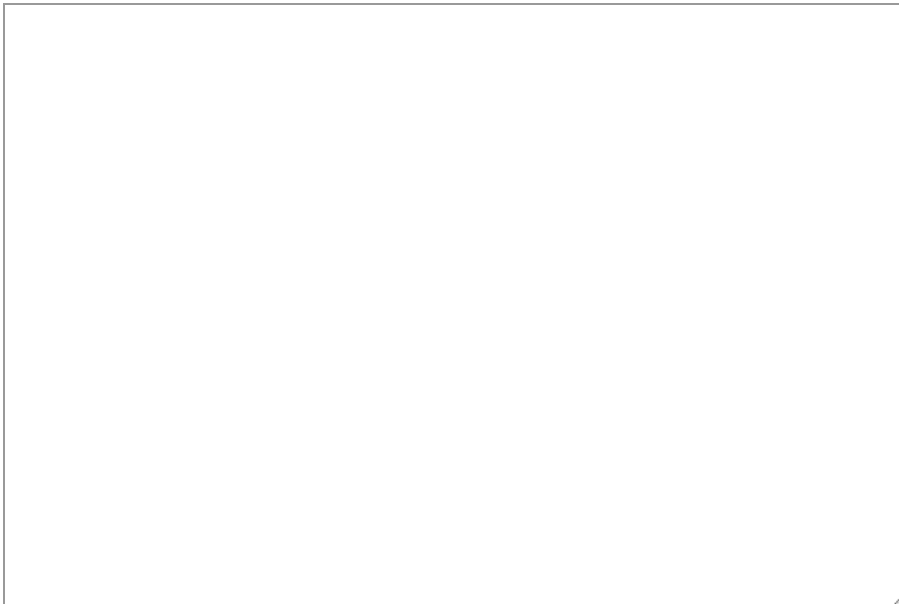
III. Assessment

Understanding the substance misuse and mental health issues in the community by gathering and analyzing information.

In this section, you will provide details about the substance and/or mental health issues you identified for this program, initiative, or event. (250 words or less)

Please address the following bullet points while answering the question:

- Provide information on the substance misuse and mental health needs that you identified for this program, initiative, or event.
- Highlight any risk, protective, or contributing factors associated with the problem or issue the media campaign intends to focus on.
- What data do you have to support your reasons for wanting to implement this campaign?
- Additionally, explain how the media campaign can help you address these identified needs and/or the risk and protective factors.
- What do you know about your target audience? Have you previously engaged with the target population? How have you gathered information about what your audience knows/doesn't know, what they value, what they perceive as barriers, etc.?



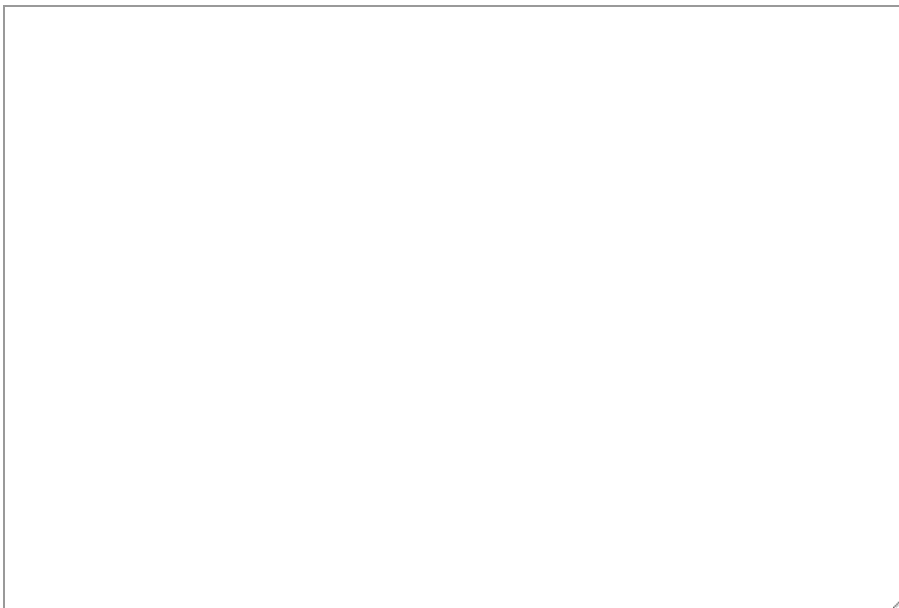
IV. Capacity

Developing the necessary infrastructure and resources to implement effective prevention strategies.

Describe your organization or coalition's capacity and resources that will enable you to assist in planning and implementing the media campaign. Include information about partnerships. (250 words or less)

Please address the following bullet points while answering the question.

- What resources, partnerships, and/or collaborations have you established or plan to establish to support your media campaign?
- Describe any training or technical assistance you think you may need to strengthen your prevention efforts (For example, evaluation planning assistance, social media policy development, equity messaging, etc.)



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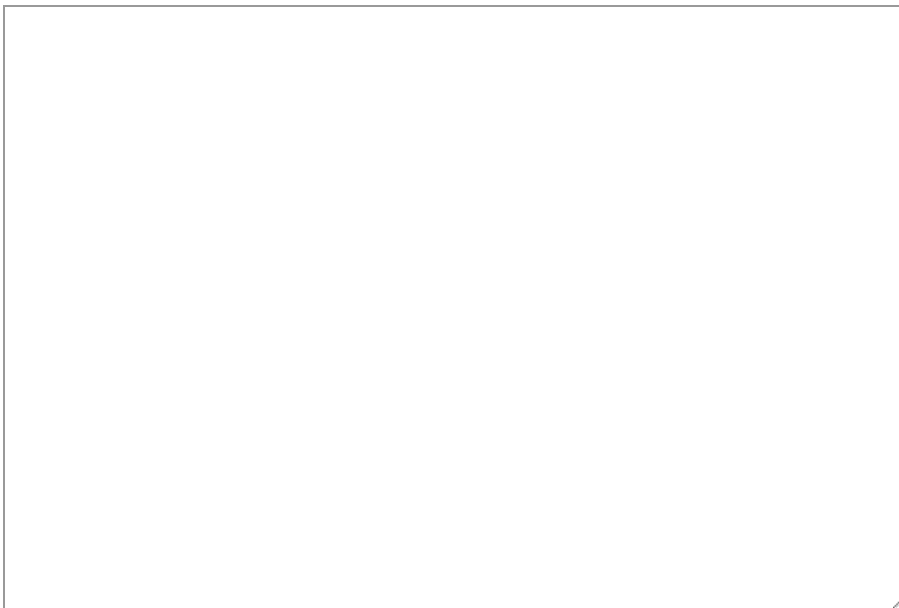
V. Planning

Develop a comprehensive plan based on the identified needs and available resources.

Describe how you will develop a plan that aligns with the identified substance misuse and mental health needs in your community. Include details on the key components of your plan, such as goals, objectives, target populations, and strategies. (250 words or less)

Please address the following bullet points while answering the question:

- What are the specific goals and objectives of the media campaign you propose?
- How do these goals align with the identified community needs and priorities?
- What media channels would you prefer to use to deliver your messages effectively? (This can include social media, print, digital, transit, mailing, posters, etc.)
- What action are you trying to inspire in you target audience (For example: registering for a program, returning excess prescription medicine, etc.)



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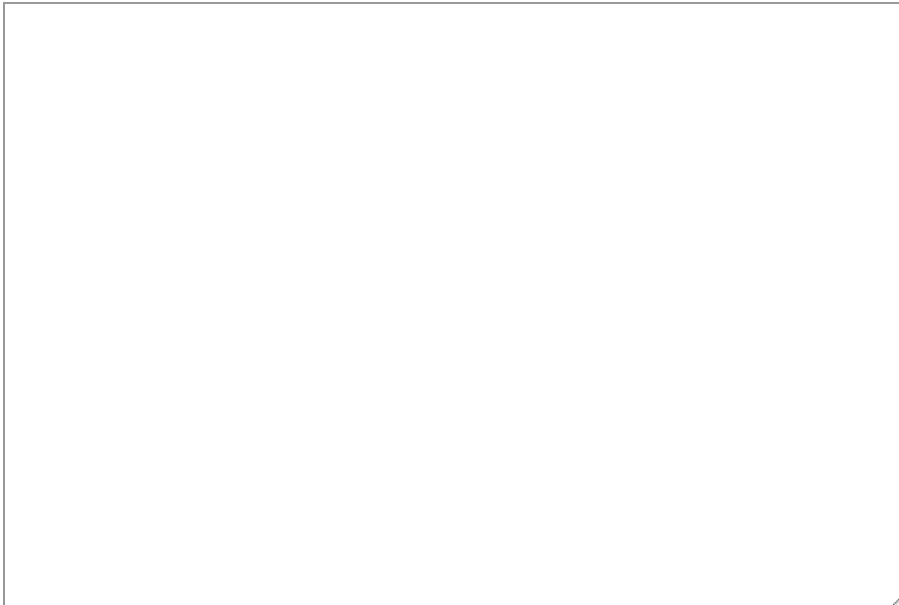
VI. Implementation

Put the prevention strategies into action, utilizing evidence-based approaches.

After BOOM Creative implements your media plan, please tell us how you can supplement it.
(250 words or less)

Please address the following bullet points while answering the question.

- How can you supplement and/or support the implementation of the media campaign? For example, ask participating organizations to share posts on social media, promote prescription drug boxes at all events and meetings, etc.
- What challenges do you anticipate during the implementation phase, and how will you address them?



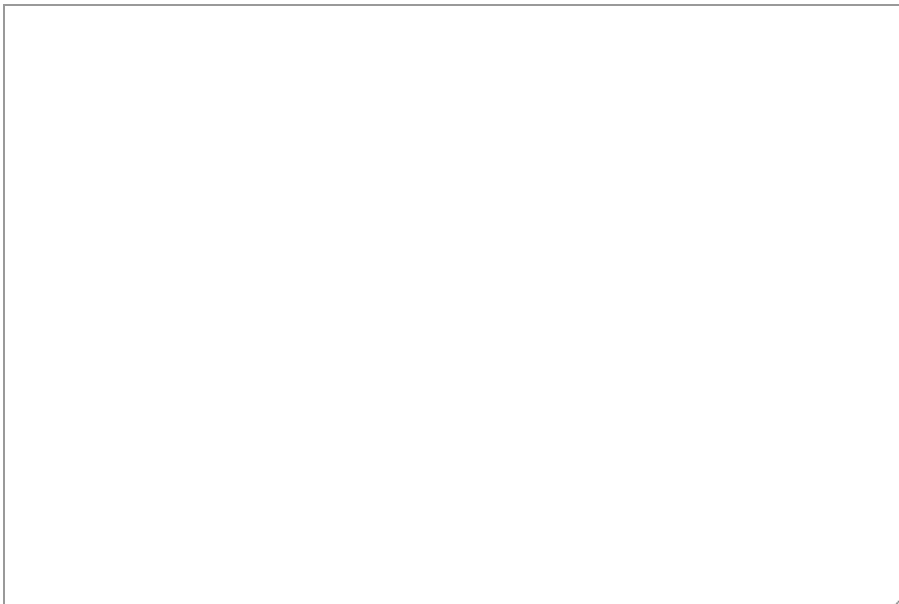
VII. Evaluation

Assessing the outcomes and impact of the media campaign by collecting data.

Outline your evaluation plan for assessing the effectiveness of your prevention efforts. (250 words or less)

Please address the following bullet points while answering the question:

- What data will you collect to determine the reach of your campaign (the number of people who will see your media)? Please provide your preliminary data collection strategies for both physical and digital media products (For example, the number of impressions for paid media, the number of locations where posters are disseminated, etc.).
- How will you know if your campaign has accomplished its goal? What preliminary metrics will you collect to determine what the outcomes of your campaign are (i.e. pounds of medication collected at Takeback Day, number of registrations for parenting program, number of attendees at an event, etc.)?
- What tools do you plan to use to help collect data on this campaign? Have you ever used Google Analytics, Facebook Insights, or PA WITS? If yes, will you have access to them for this campaign?
- How can the PaStop/PaStart evaluator support your collection efforts?



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VII. Additional Questions

Do you plan on using social media platforms to reach your target audience? If so, what platforms?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Not using social media for this campaign |
| <input type="checkbox"/> Twitter | |

Other (please specify)

How did you select these channels, and what strategies will you employ to optimize your reach and engagement on each platform?

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VIII. Additional Comments

Is there anything you'd like to add in support of your application? (100 words or less)