

Sample Preparation Checklist

The following is a sample preparation checklist that gives a general overview of the types of items you might include for the kickoff of a program. The checklist shows some items in greater detail in order to illustrate the amount of coordination necessary to implement a program.

Preparation Checklist for Implementation

- o Program partners and gatekeepers briefed
- o Materials available in sufficient quantities
- o Materials in place in relevant locations (e.g., physicians' offices, schools)
- o Staff trained for presenting messages
 - o Training room reserved/rented
 - o Trainee manuals prepared and duplicated
 - o Training exercises prepared and duplicated
 - o Instructor briefed on project
 - o Instructor manual prepared and duplicated
 - o Materials to evaluate training prepared and duplicated
 - o Slide projector/overhead projector available/reserved
 - o Trainees recruited/confirmed
 - o Trainees given information on time/place/directions of training
 - o Slides/overheads prepared
- o Staff trained for responding to inquiries
- o Professionals in the community aware of program and prepared to respond
- o Mechanism in place to track work performed and expenditures
- o Mechanism in place to track publicity, promotion and other outreach
- o Mechanism in place to track participation, inquiries or other responses

- o Mechanism in place to track functioning and quality of response systems (distribution, inquiries response)
- o Mechanism in place to conduct weekly inventory of materials
- o Clipping service retained to track print media coverage
- o Mechanism in place for tracking follow-up phone calls to television and radio stations
- o Mechanism in place for monitoring television/radio stations for frequency of PSA airings
- o Mechanism in place to monitor the use and availability of materials at each distribution point
- o Meetings arranged with partners and participating organizations to review progress and problems
- o Focus groups with target audience arranged
 - o Room/focus group facility reserved
 - o Travel plans arranged (if necessary)
 - o Audio/Visual equipment rented to record focus group
 - o Moderator contracted
 - o Moderator briefed on project
 - o Moderator's guide developed and approved
 - o Visuals for participants prepared (if this includes VHS tape, be sure focus group facility has a working VCR available)
 - o Participant screener developed and tested
 - o Participant incentives agreed upon and obtained
 - o Participants recruited
 - o Observers notified of time and place of focus group
 - o Note-taker arranged
- o Press kits prepared
- o Relevant media outlets identified and contacted
- o Press conference, health fair, or other attention-getting event planned

- o Exhibits for public places prepared (e.g., shopping malls, public libraries)
- o Newsletter articles prepared
- o Promotional presentations arranged
- o Partners and voluntary organizations thanked with letters, phone calls, certificates of appreciation
- o Partners and voluntary organizations provided with final report
- o Partners and voluntary organizations included in discussions of follow-up activities