



PMI Community Demonstration Sites

DEVELOPING AND IMPLEMENTING PROGRAMS

NEXT STEPS

At this stage, all PMI sites have identified their target audiences, behavioral objectives, key elements and intervention components. The next series of steps required of each site is to translate their broad intervention components (media, outreach, workshops) into actual programs. The process will be iterative; that is, staff in each site must gather information to answer a series of questions, use critical judgement to make decisions based on this information and then in turn gather more specific information, make more decisions, etc.

Unlike the planning stages just completed — where the process was broken down into a few discrete key decisions with each decision clearly leading to the next — the implementation stage requires multiple decisions drawing on the operational, critical judgement, and common sense of staff. Overall, staff should be constantly applying the criteria of potential reach, potential impact, operational and political feasibility. Staff need to look at the issues and questions component by component and then look at the big picture to see how the overall PMI effort is shaping up. At certain times in the information gathering/decision-making process, programs take shape and should be initiated. Certain activities will make sense based on the constant application of the criteria, and staff should go ahead and begin implementing these activities. (Each site will have to determine what decisions staff can make and at which points their advisory groups need to be consulted.) AED and CDC will continue to be available to advise and assist in these decisions.

While it is impossible to spell out all the questions that need to be asked, below is a rough guide of the kind of questions for each component. When most of the information is gathered and the big questions answered you will be able to describe the activities and reach of your activities. You will be able to answer the following questions for each component and for the program overall:

- # Who will the program reach (what segments of the target audience)?
- # Who will deliver the program? How are they trained? hired? contracted?
- # What is the content/activity that is being offered?
- # Where is it offered?

- # When is it offered (how long is each program, how often is it delivered)?
- # What percentage of your audience segment will the activity reach in six months? A year? Two years?
- # What is the budget? What is the fiscal mechanism for paying for the program?
- # How will the activities be monitored?

As you begin to contact people in your community to gather the information, you are in a sense beginning the process of introducing the program to the larger community beyond your workgroups. With each contact you are not only gathering information, but marketing the program. Make each contact count. Know who you are talking with and why, know ahead of time what information you need from that person and how you will use it. Know what you want that person to do for the program and what benefits you can offer the person in exchange.

QUESTIONS

Skills building/workshops

1. Who is currently offering workshops to your audience? Who is willing to offer PMI workshops? Can PMI content be integrated into their programs? Would they be willing to offer PMI workshops separately?
2. Where are workshops currently offered? where can they be offered to best reach your audience?
3. Who will facilitate/lead the workshops? Do they require training? who will provide the training? How will they be reimbursed? Will the trainers be hired as PMI staff ? Is it a contract basis? other?
4. What other costs are involved? Does space have to be rented?
5. What is the content? Who will evaluate the nationally gathered materials and adapt them for the specific venues identified? How will the program be pretested? How many sessions per series will there be? Given the decisions of who will offer them, where, and at what cost, how many series can be offered every six months?
6. How will the audience be recruited? what kinds of promotion is needed? What percentage of your audience do you expect to reach every six months?

Condom Promotion/Distribution

1. Are there condom access issues in your site? What are they?
2. Where are condoms (free, low price, retail) available to teens?
3. Are there barriers to getting condom at these sites? (hours, place, price, attitude of vendors, permission required)
4. Do teens know where to get condoms?
5. Do you need to increase the points of supply? decrease any barriers to getting condoms at the current supply points? promote the availability of the existing sources?

Media

1. What will the media component accomplish? (program promotion; promotion of norms, skills, or other key element)
2. Who are the audiences you want to reach with media (youth, influential adults)? Are there different segments within these audiences?
3. How and where does each of these audience segments get information?
4. Which of these media can be accessed by PMI?
5. How can they be accessed (placing news stories, paid advertising time or space, free advertising time or space, programming)
6. What staff/volunteers/technical expertise are needed to develop and place the media?
7. What contacts /relationships with the media outlets are required to assure placement?
8. What development/pretesting is needed?
9. What are the associated costs?
10. What is the anticipated exposure/reach over a specified time period?

Outreach

1. What audience segments do you want to reach through outreach programs?
2. What will the outreach accomplish? (link to key elements)
3. Where will you find these audiences? Are these in open settings (malls, parks) or through existing organized activities (sports activities, school or church groups)

4. What programs /information activities will you offer in these settings? How will they be developed? pretested?
5. Who will offer them? What training preparation, fiscal remuneration is needed for these people? Specify how many outreach staff are required to reach a specified percentage of your target audience. How much will this cost?
6. How many of your audience will be reached in a specified time period (six months, a year, two years)?

Events/Contests

1. Who do you want to reach through these activities?
2. What ongoing opportunities exist that reach these audiences?
3. What can you offer at these events?
4. Who will offer the PMI activities?
5. What training, payment , materials are needed?
6. What are the associated costs (money, time)?
7. How many people will you reach?

Community Outreach

1. Who in the community needs to be on board with PMI for your proposed activities to be implemented? (for both the adult and youth audiences)
2. Who needs to be on board so that community norms support the programs and the behavioral objectives? (for both the adult and youth audiences)
3. How can these people be brought into the program? What roles can they play? (serving on advisory groups, introducing staff to key players, allowing entry into their communities, by agreeing to not block the program)

OVERALL PMI IN YOUR SITE

The result of gathering the above information and making decisions based on reach, impact, operational and political feasibility will lead you to articulate and begin to implement your PMI program. You should be able to lay out a detailed implementation plan of the combination of specific activities that will be offered in the next six months, a year, and two years — and to estimate how many teens and adults you will reach with your programs and messages.