

H. pylori Communications Initiative

PSA production timetable

- TV, radio and print PSAs
- All formats also in Spanish

Activity	Responsible	Completed by
Develop creative brief	Prospect	July 10
Provide feedback on creative brief	CDC	July 14
Develop creative concepts; Present to CDC for review	Prospect	July 23
Provide feedback on concepts to Prospect	CDC	July 25
Meet with partners to present campaign creative concepts, obtain feedback	Prospect/ CDC	July 28
Provide concept approval to Prospect	CDC	Aug 1
Create concept boards for testing	Prospect	Aug 8
Test creative concepts with target audience in focus groups	Westat	Aug 13,18, 19, 20, 21
Debrief CDC/Prospect by conference call (Topline report to follow)	Westat	Aug 22
Present 1 st draft print PSA, television and radio PSA scripts to CDC for review	Prospect	Sept 8
Provide feedback on PSAs to Prospect	CDC	Sept 8
Revise PSAs based on CDC feedback; Produce pretest materials	Prospect	Sept 8-12
Pretest television PSAs	Prospect	Sept 15
Debrief CDC by conference call (Topline report to follow); present radio scripts	Prospect	Sept 17
Revise TV PSAs based on pretesting/Forward to CDC for final approval	Prospect	Sept 18
Present radio scratch tracks, print PSA and casting tape to CDC	Prospect	Sept 24
CDC approval on radio and print PSAs, casting tape	CDC	Sept 26
Final casting approval	Prospect/CDC	Sept 30
Produce print, radio, and TV PSAs	Prospect	Oct 1-15
Rough cut review/comments	CDC	Oct 10
Forward to CDC for HHS final approval (1 week)	Prospect	Oct 15
Event launch	Prospect	Oct 23

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Consumer Materials production timetable

- Consumer brochure
- Media and local implementation kit
- Media relations/launch event
- Controlled communications products

Activity	Responsibility	Completed by
Meetings with OMR re: media program elements	Prospect/CDC	July 7, 15
Present overview of plan with creative concepts to Partners meeting; determine partners' roles and contributions needed	Prospect	July 28
Draft implementation and distribution plan, incl. media messages, outline media kit and lists, and event plan; submit to CDC/OPA for review	Prospect	Aug 8
Submitted separate congressional event plan to CDC	Prospect	Aug 13
<i>Begin logistical arrangements for D.C. launch event (Oct 23)</i>	<i>Prospect/CDC</i>	<i>Aug 11</i>
Prepare outline of kit contents; submit to CDC for review; begin drafting materials, compiling media lists incl. invitation list for media briefing event	Prospect	Aug 15
Present draft invitation/copy for event to CDC for approval	Prospect	Aug 21
Consumer brochure finalized for GPO physicians mailing	Prospect	Sept 16
Forward 1 st drafts of media kit materials to CDC	Prospect	Sept 18
Forward media briefing event plan to CDC, including recommended agenda, speakers, draft ltrs to speakers and media	Prospect	Sept 22
Forward press list for inviting to media event	Prospect	Sept 24
Begin contact of speakers for media briefing event	Prospect/CDC	Sept 26
Provide feedback on 1 st drafts of media kit materials; begin clearance	CDC	Sept 26
Revise kit materials based on CDC feedback; develop materials for media briefing; forward to CDC	Prospect	Sept 29
Mail invitation letters for media event	Prospect	Sept 29
Track RSVPs/follow up calls for event	Prospect/CDC	Oct 10 - 22

Production of kits	Prospect	Oct 10 - 21
Briefing for OPA pitch staff	Prospect	Oct 13
Finalize program, materials, logistics for launch event; final CDC approvals	CDC/Prospect	Oct 6 - 21
Event launch; commence mailings of kits and PSAs to states	Prospect	Oct 23 -
High profile media placements	CDC	Oct 23 -
Media mailings (no follow-up allowed)	Prospect	Oct 23 -
ANR production	Prospect	Nov
Pre-printed story production	Prospect	Nov
Media inquiries and follow-up	CDC/States	Nov-Dec
Media campaign - targeted coverage		Nov-Feb

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Primary Care Physician Campaign/Materials production timetable

- Physician fact sheet
- Waiting room posters

Activity	Responsibility	Completed by
Present overview of plan with creative concepts to Partners meeting; determine partners' roles and contributions needed	Prospect	July 28
Develop creative brief	Prospect	Aug 8
Prepare outline for physician fact sheet; submit to CDC for review	Prospect	Aug 15
Begin drafting materials	Prospect	Aug 15
CDC feedback on above outline	CDC	Sept 2
Draft physician fact sheet	Prospect	Sept 2-12
Forward 1 st draft of fact sheet to CDC	Prospect	Sept 19
Develop creative concepts for waiting room posters (2) based on PSA concepts	Prospect	Sept 22- 29
Present poster concepts to CDC	Prospect	Sept 30
Response from CDC	Prospect	Oct 1
Design posters	Prospect	Oct 1-15
Provide feedback on 1 st draft of fact sheet	CDC	Sept 26
Revise fact sheet based on CDC feedback	Prospect	Sept 29- Oct 3
Forward physician materials/poster to CDC for final approval and GPO printing	Prospect	Oct 15
Mailing to physicians	CDC	November

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Pharmacists Campaign/Materials production timetable

- Pharmacist educational brochure
 - Pharmacist Q&A (modified physician Q&A)
 - Pharmacist "Commonly Asked Questions" Info Sheet
 - 8½ x 11 easel-backed information piece for pharmacy counter
 - Shelf-talker
 - Pharmacist satisfaction questionnaire
- (also to include consumer information brochure)

Activity	Responsibility	Completed by
Develop creative brief	Prospect	July 25
Prepare outline of pharmacist customer service kit concept; submit to CDC for review and approval of partner recruitment	Prospect	Aug 8
Initial contact with CVS	Prospect	mid Aug
Partners' meeting to review plan, timeline, etc. (CDC, CVS, Prospect)	CDC/CVS/ Prospect	Sept 2
Submit MOU to CDC for review and approval	Prospect	Sept 15
Feedback to above outline and MOU	CDC	Sept 22
Draft pharmacist brochure, Q&A, and info sheet	Prospect	Sept 22-30
Draft shelf talker and labels (creative dept.)	Prospect	Sept 22-30
Submit all above copy to creative	Prospect	Oct 1
Forward 1 st draft of customer service kit to CDC/CVS for review	Prospect	Oct 3
Provide feedback on 1 st draft of materials	CDC/CVS	Oct 9
Provide cover letter (to Prospect)	CVS	Oct 9
Revise materials based on feedback	Prospect	Oct 10-15
Forward 2 nd draft of customer service kit copy - with cover letter - to CDC/CVS for review	Prospect	Oct 16
Provide feedback on 2 nd drafts of materials	CDC/CVS	Oct 21
Revise materials based on feedback	Prospect	Oct 22-24
Forward to CDC/CVS for final approval	Prospect	Oct 27
CDC/CVS final approval received	CDC/CVS	Oct 29
Production/manufacturing of all materials	Prospect	Oct 30- Nov 10
Collate kits	Prospect	Nov 11-12
Ship to CVS	Prospect	Nov 13-14