

A. Timeline of Actions

Diabetes and Flu/Pneumococcal Campaign Timeline

Activity	October	November	December	January	February	March	April
Campaign Planning and Environmental Scan							
Work with CDC to target next risk, audiences	→						
Environmental Scan	→						
Concept and Message Development, Testing							
Develop creative brief, initial concepts, messages		→	→				
Focus group logistics, testing				→	→		
Finalize messages					→	→	
Final testing of messages						→	→
Communications Plan							→
Limited Test					→	→	
Produce Communications Products							→
Activity	May	June	July	August	September	October	November
Produce Communications Products	→	→					
National Roll Out							
Distribute state implementation kits		→					
Capacity Building workshop preparation	→	→					
Capacity Building workshop			→				
Launch campaign				→			
Evaluation							
Develop evaluation	→						
Gather baseline data		→					
Outcome evaluation						→	(Thru March)