



COMPILED PRODUCTS FOR THE FULL TOOLKIT

Product Descriptions

Product 1: Plan of Action provides an overview of the complete 10-step process and allows you to establish your broad timeline for the work to be done.

Product 2: Overview of Research gives a simple table format that allows you to compile all your research decisions so that these decisions are available for quick reference.

Product 3: Behavioral Analysis provides a framework for examining the research gathered and determining a clear, focused feasible practice while detailing information needed for your promotion plan.

Product 4: Broad Change Strategy presents a format for developing an “at-a-glance” picture of broad activities needed for your promotion to succeed, covering infrastructure, products and service improvements; promotion; and enabling environment intervention areas.

Product 5: Promotion Plan compiles and details the needed elements of an effective promotion effort providing a guide for developing materials and activities. This Product includes a Creative Brief and four formats for the additional two approaches selected – Marketing Tactics, Training Direction, Advocacy Techniques, and Mobilization Schemes – as appropriate.

Product 6: Budget provides line items and budget formats for strategy, promotion, research, pretest, implementation, and evaluation.

Product 7: Media Plan delineates specifics about your promotion media and channels to guide budgeting, airing, and distribution.

Product 8: Implementation Plan sets out specific activities and guidance on what is needed to implement the promotion effort and offers a timeline to support completion of these activities.

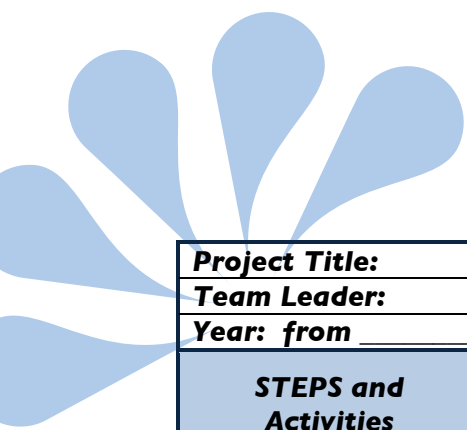
Product 9: Monitoring and Evaluation Plan provides a format for determining indicators needed to monitor and evaluate the specific promotion components as well as methods to use and timeframes.

Product 10: Suggested Promotion Program Changes outlines information needed to modify or adjust a present promotion effort or move forward on a new promotion.

PRODUCT I: PLAN OF ACTION

Instructions for Use: This Plan of Action follows the Steps presented in this Toolkit. Schedule each activity based on realities and anticipated needs and challenges. This Plan should be revised on an ongoing basis, but it will give a clear starting point and direction to the process. Write in the month in which the work starts and the month in which it will end, then schedule each Step throughout that period.

Project Title:																																
Team Leader:																																
Year: from _____ to _____																																
STEPS and Activities	____-month period																															
	Month _____				Month _____				Month _____				Month _____				Month _____				Month _____				Month _____							
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
ORGANIZE																																
Select team members and organize team																																
Review toolkit																																
STEP 1: DEFINE																																
problem, potential audiences and ideal behaviors																																
Complete the Plan of Action																																
Complete Overview of Research, Research Background																																
STEPS and Activities	____-month period																															
	Month _____				Month _____				Month _____				Month _____				Month _____				Month _____											
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
STEP 2: GATHER																																
needed information																																



Project Title:																																
Team Leader:																																
Year: from _____ to _____																																
STEPS and Activities	____-month period																															
	Month ____				Month ____				Month ____				Month ____				Month ____				Month ____				Month ____							
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Complete Overview of Research, Research Design and Results																																
Develop initial Budget																																
STEP 3: FOCUS on one feasible practice for one audience and problem																																
Complete Behavior Analysis																																
STEP 4: STRATEGIZE long-term change goal, objectives, and impact																																
Complete Broad Change Strategy																																
Revise Budget																																



STEPS and Activities	-month period																															
	Month ____				Month ____				Month ____				Month ____				Month ____				Month ____				Month ____							
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4				
STEP 5: PLAN short-term promotion plan																																
Complete specific Promotion Plan and all corresponding Parts																																
STEP 6: CREATE promotional materials and activities																																
Complete draft promotional materials and activities																																
Revise Budget																																
STEP 7: PRETEST and finalize materials and activities																																
Complete final promotional materials and activities																																
Develop Promotion Media Plan																																



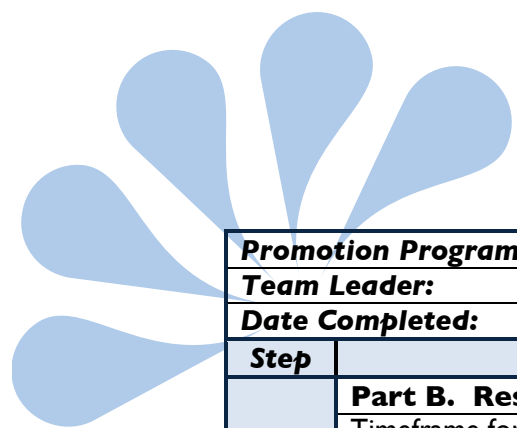
STEPS and Activities	-month period																																			
	Month ____				Month ____				Month ____				Month ____				Month ____				Month ____				Month ____											
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4				
STEP 8: IMPLEMENT the promotion campaign																																				
Develop Promotion Implementation Plan																																				
Revise Budget																																				
Launch promotion																																				
STEP 9: MONITOR promotion process and outcomes																																				
Complete Promotion Monitoring and Evaluation Plan																																				
STEP 10: EVALUATE promotion outcomes and improve																																				
Revise budget																																				
Complete Suggested Promotion Program Changes																																				



PRODUCT 2: OVERVIEW OF RESEARCH

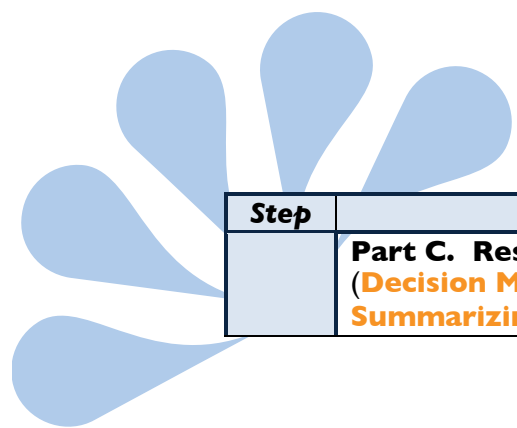
Instructions for Use: You must complete the decision making tools in Step (each Tool is noted next to the Activity to be completed) to be able to complete this Product. Each Decision Making Tool will indicate when to write decisions made on this Product.

Promotion Program Title:			
Team Leader:			
Date Completed:			
Step	Activity	Decisions Made	Comments
Step I	Part A. Research Background		
	Priority Promotion Focus (Decision Making Tool I.1: Identifying Focus for the Promotion Effort)		
	Draft Priority Problem Statement (Decision Making Tool I.2: Detailing Problem Elements)		
	Potential Audience(s) for Research and Target of Promotion (Decision Making Tool I.3: Identifying Potential Audiences)		
	Possible Ideal Behavior(s) to Promote (Decision Making Tool I.4: Identifying Ideal Behaviors)		



Promotion Program Title:			
Team Leader:			
Date Completed:			
Step	Activity	Decisions Made	Comments
Step 2	Part B. Research Design		
	Timeframe for Research	Month 2 – from _____ to _____	
	Gaps Identified - Questions to Answer (Decision Making Tool 2.1: Determining Information to Gather)	Attach Quantitative and Qualitative List of Questions	
	Quantitative Method(s) and Qualitative Method(s) to Use (Decision Making Tool 2.2: Choosing Research Methods)		
	Research Audiences (Decision Making Tool 2.3: Detailing Research Audiences)		
	Quantitative Sample Size and Qualitative Sample Size (Decision Making Tool 2.4: Determining the Sample Size)		
	Research Instruments (see Activity 2.2, Task 2.2.6)	Attached	
	Research Budget Total (Product 6: Budget, Part A. Overall Budgets, (3) Research)		

Promotion Program Title:
Team Leader:
Date Completed:



Step	Activity	Decisions Made	Comments
	Part C. Research Results (Decision Making Tool 2.5: Summarizing Key Findings)	Attach Summary of Key Finding of quantitative and qualitative research	

PRODUCT 3: BEHAVIORAL ANALYSIS (INSERT DATE)

Instructions for Use: Insert “ideal behavior” from Step 1. Complete Step 3 and each of its Decision Making Tools to fill in this Product.

Program Title:				
Refined Problem Statement: (<i>Decision Making Tool 3.1: Refining the Problem and Focusing the Causes</i>)				
Segmented Primary Audience: (<i>Decision Making Tool 3.2: Detailing Target Audiences, Parts A. and B</i>)				
Secondary and Tertiary Audiences: (<i>Decision Making Tool 3.2: Detailing Target Audiences, Parts C and D.</i>)				
Behavior Stage of Primary Audience: (<i>Decision Making Tool 3.4: Place Primary Audience on the Behavior Stage Scale</i>)				
Promotion Approach(es) to Use: (<i>Decision Making Tool 3.6: Choosing Appropriate Promotion Approaches</i>)				
Ideal Behavior (<i>Decision Making Tool 1.4: Identifying Ideal Behaviors or Product 2: Overview of Research</i>)	Current Practices (<i>Decision Making Tool 3.5: Detailing Current Practices, Part A</i>)	Motivators (<i>Decision Making Tool 3.5: Detailing Current Practices, Parts B and C</i>)	Barriers (<i>Decision Making Tool 3.5: Detailing Current Practices, Parts B and C</i>)	Feasible Practice (<i>Decision Making Tool 3.3: Identifying ONE Feasible Practice</i>)



PRODUCT 4: BROAD CHANGE STRATEGY

Instructions for Use: Insert the Potential Audiences from **Product 2: Overview of Research** and Feasible Practice from **Product 3: Behavior Analysis** as a starting point. Complete Step 4 to fill in the rest of this Product.

PROGRAM TITLE		
GOAL		
IMPACT INDICATORS	✓	
	✓	
	✓	
OBJECTIVES	1.	
	2.	
	3.	
	4.	
TIMEFRAME		
PRIMARY AUDIENCES		
FEASIBLE PRACTICE		
INFRASTRUCTURE, PRODUCTS, AND SERVICE IMPROVEMENTS	PROMOTION	SUPPORTIVE ENVIRONMENT
Possible Partners/Providers to Involve:		



PRODUCT 5: PROMOTION PLAN, PART A. CREATIVE BRIEF

Instructions for Use: Use **Product 3: Behavior Analysis** to write in all decisions already made for #1 to #7. Complete Step 5 to make the remaining needed decisions for #8 to 11. Answer questions #12 and #13.

Program Title:
Date:
Program Timeframe:
1. Refined Problem Statement <i>What problem do you want to address?</i>
2. Primary Audience <i>Who do you want to reach with your promotion?</i>
3. Secondary and Tertiary Audiences <i>Who else might see and react to these materials that should be considered in the development of your materials?</i>
4. Feasible Practice <i>What do you want your target audience to do after they hear, watch, or experience this promotion?</i>
5. Motivators <i>What reasons exist for the target audience to practice the feasible practice?</i>
6. Barriers <i>What beliefs, cultural practices, pressures, etc. (as identified in the research) stand between your audience and their adopting the feasible practice?</i>
7. Promotion Approaches <i>What three approaches have been selected for your promotion?</i>
8. Key Promise and Message <i>What one SINGLE benefit and overarching action (feasible practice) will the target audience experience upon reading/listening to your materials/media?</i>
9. Objective(s) <i>What behavior stage is your audience NOW (found in Product 3: Behavior Analysis)? What do you want to see happen as a result of your promotion project? (Directly relate the objectives to your problem and feasible practice)</i>
10. Tone <i>What feeling should your promotion have?</i>
11. Media Channels <i>What channels will the promotion take? TV? Radio? Print? If so, what types? Mix of the above? Interpersonal?</i>
12. Creative Considerations <i>Anything the creative people should know? More than one language? Etc.?</i>
13. Mandatories <i>Are there pieces that MUST be included on media developed? Cite developing partners? Etc.?</i>

PRODUCT 5: PROMOTION PLAN, PART B. MARKETING TACTICS

Instructions for Use: If **Marketing** has been selected as one of your three approaches, as noted in **Product 3: Behavior Analysis**, complete this once for the primary audience for each product or service.

- (1) Determine the product(s) and/or service(s) needed, for example, soap, pipe connections, etc. – required for the primary audience to practice the promoted behavior (feasible practice).
- (2) Complete Columns B-F for EACH product or service to be included as part of the promotion.

A. Product and/or Service	B. Providers	C. Persuasion	D. Prices	E. Packaging	F. Place
<i>What products and services are needed to enable these practices? Be specific.</i>	<i>By whom should the products, services, and practices be promoted and supplied? (Secondary Audiences)</i>	<i>What appeals should be accentuated? PULL DIRECTLY FROM Decision Making Tool 5.1: Developing the Key Promise</i>	<i>What prices should be established for the required products and services?</i>	<i>What product and service specifics should be emphasized?</i>	<i>Where should these products, services, and practices be made available?</i>
<i>Example: latrine cover kit</i>	<i>Local kiosks providers Non-governmental organization promoters</i>	<i>Self-sufficiency Control</i>	<i>\$1 per kit</i>	<i>Easy to make Easy to use Improves cleanliness of latrine</i>	<i>At kiosks At local events On Road show buses</i>



PRODUCT 5: PROMOTION PLAN, PART C. TRAINING DIRECTION-PART I: PRIMARY AUDIENCE

Part I: Training for Primary Audience

Instructions for Use: If **Training** has been selected as one of your three approaches for the Primary Audience, as noted in **Product 3: Behavior Analysis**, complete Part I.

Primary Audience	I. Topics/Skills		II. Purpose, Objective of Training	III. Materials Needed	IV. Timeframe
	(1) Topic	(2) Skills			
List the primary target audience here	What information do they need to perform the desired practice?	What skills, how-to's do they need to perform the desired practice?	What do you want people to know? Be able to do?	What materials and supplies do you need to effectively conduct this training?	By the beginning of/during which phase does this training need to be completed?
Example: Female household heads	Quality water levels	How to use the testing kits	Female headed households will be able to test and evaluate the quality of their drinking water	Instructions Testing Kits	End of Phase I Before kits are put on the market

PRODUCT 5: PROMOTION PLAN, PART C. TRAINING DIRECTION-PART 2: SECONDARY AUDIENCE

Part 2: Training for Secondary Audiences

Instructions for Use: If you feel that you will also need training for any identified secondary audiences, plan it out here. It will save you time and money later and when done in conjunction with Promotion Plan thinking will help you ensure that all needed activities will be planned for, organized and eventually implemented. Complete this table as you did the Primary Audience table in Part I.

Audience	I. Topics/Skills		II. Purpose, Objective of Training	III. Materials Needed	IV. Timeframe
	(1) Topic	(2) Skills			
List the secondary audiences here	What information do they need to be provided?	What skills do they need to provide the necessary information?	What should they know? Be able to do?	What materials and supplies do you need to effectively conduct this training?	By when does this training need to be completed?
Example: Public utilities staff Organizational service providers	Importance of testing water	How to use the testing kits How to help others use the kits	Staff will be able to promote and train customers in use of testing kits	Instructional Flipchart Testing Kits	Beginning of Phase I Before audience is trained and kit is put on the market

PRODUCT 5: PROMOTION PLAN, PART D. ADVOCACY TECHNIQUES

Instructions for Use: If **Advocacy** has been selected as one of your three approaches, as noted in **Product 3: Behavior Analysis**, complete this once for the secondary and tertiary audiences.

WHO needs to hear? (Secondary and Tertiary Audiences)	i) WHAT do they need to hear?	ii) FROM WHOM do they need to hear it?	iii) HOW can the point best be made?
<i>Example: Local government officials</i>	<i>The importance of allowing communities to test their own drinking water</i>	<i>International and local experts</i>	<i>Conference that discusses and distributes a press kit Field visits to observe water testing by community members</i>

PRODUCT 5: PROMOTION PLAN, PART E. MOBILIZATION SCHEMES

Instructions for Use: If **Mobilization** has been selected as one of your three approaches, as noted in **Product 3: Behavior Analysis**, complete this once for the Promotion Plan.

Audiences	a. Activities	b. Purpose, Objective of Mobilization Activities	c. Roles	d. Needs	e. Phase
<p>Who will participate in this activity? (Primary, secondary, and tertiary audiences could be involved – distinguish audience-type)</p>	<p>What type of activities will you carry out? List EACH activity individually, in separate rows and continue to complete the table</p>	<p>What do you expect to result from this activity?</p>	<p>What role will each play in this activity?</p>	<p>What do you need to carry out this activity? Personnel, financing, approval, etc. What materials being developed for the promotion will be needed for these activities?</p>	<p>In which phase will this activity take place?</p>
<p>Example: Primary- Female headed households</p>	<p>Community meeting</p>	<p>Discuss the importance of testing water</p>	<p>Watch and ask questions</p>	<p>Loudspeaker system CD/radio cassette player Facilitators Letter of approval from village leader Market square area Brochures to distribute 10 Kits for Demonstration Free Plastic Water Bottles</p>	<p>At end of Phase I or beginning of Phase II After community already has some information on water testing</p>
<p>Write here how these activities are to be connected to and feed into the OVERALL Promotion Plan:</p>					



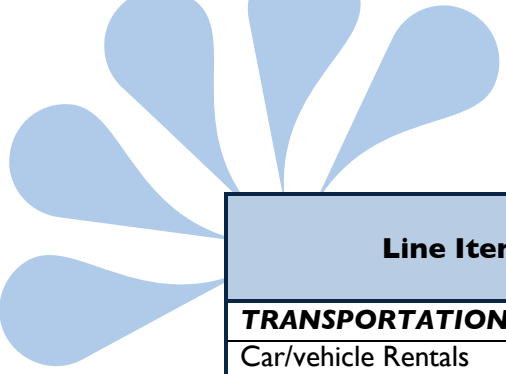
PRODUCT 6: BUDGET

Instructions for Use: This Budget Product has two Parts – Part A. Overall Budgets and Part B. Promotion-Specific Budgets. Part A covers (1) Strategy, (2) Promotion Plan (including launch, implementation media, materials, and monitoring), (3) Research, (4) Pretest, and (5) Evaluation. As you use the Steps, each will recommend when you should be developing a budget and will direct you to this Product.

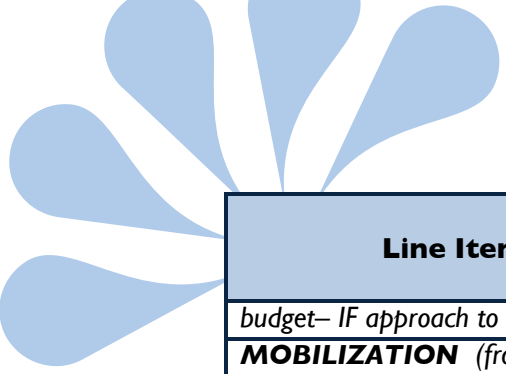
Part A. Overall Budgets

In Part A, line items are provided in Column 1. Feel free to include other line items as appropriate to your situation. If this can be copied into Excel, it will greatly facilitate using it. Be as specific as possible, detail number of days, price per piece, cost per mile, etc. on separate sheets. Insert budget totals **ONLY** on this Product.

Line Items	OVERARCHING		TASK-SPECIFIC		
	(1) STRATEGY	(2) PROMOTION PLAN	(3) RESEARCH	(4) PRETEST	(5) EVALUATION
STAFFING & PERSONNEL					
Materials Development (artist, photographer, actors, writers)					
Pretest Personnel (data collectors & interviewers)					
Research Personnel (data collectors & interviewers)					
Outside Evaluators					
INFRASTRUCTURE, PRODUCT AND/OR SERVICE IMPROVEMENT ACTIVITIES					
SUPPORTIVE ENVIRONMENT ACTIVITIES					
SUPPLIES AND EQUIPMENT					
SITE RENTALS					



Line Items	OVERARCHING		TASK-SPECIFIC		
	(1) STRATEGY	(2) PROMOTION PLAN	(3) RESEARCH	(4) PRETEST	(5) EVALUATION
TRANSPORTATION & TRAVEL					
Car/vehicle Rentals					
Mileage					
Petrol					
REFRESHMENTS					
MATERIALS DEVELOPMENT					
Drafts					
Finals					
MATERIALS PRODUCTION					
Press Kit					
Printing Costs					
Non-print Production Costs					
MATERIALS DISTRIBUTION AND AIRING					
Storage					
Transportation					
Airing Costs					
TRAINING (Secondary & Tertiary Audiences & Others)					
LAUNCH					
MONITORING					
MARKETING (from Promotion-specific budget – IF approach to use)					
TRAINING (from Promotion-specific budget– IF approach to use)					
ADVOCACY (from Promotion-specific					



Line Items	OVERARCHING		TASK-SPECIFIC		
	(1) STRATEGY	(2) PROMOTION PLAN	(3) RESEARCH	(4) PRETEST	(5) EVALUATION
<i>budget– IF approach to use)</i>					
MOBILIZATION <i>(from Promotion-specific budget– IF approach to use)</i>					
DIRECT COSTS					
Communication					
Copying					
Supplies					
OVERHEAD (##%)					
TOTAL BUDGET					

Part B: Promotion-Specific Budgets

Part B provides line items and details specific to the promotion approach. Use only the Column that applies to the additional approaches chosen. Information and Education and Behavior Change Communication approaches are reflected on the Budget in Part A. Any print or non-print materials needed for these four approaches would have been developed as part of the Overall Promotion Plan and are included in the Part A budget. These budgets include anything specific to the approach that would not be developed or require funding, if the approach had not been selected. If the row is shaded out, then that line item is not needed for that Approach. Write the sub-total for your approaches in the Part A budget.

Line Items	APPROACH-SPECIFIC			
	MARKETING	TRAINING	ADVOCACY	MOBILIZATION
STAFFING & PERSONNEL				
Trainers/Facilitators				
SUPPLIES AND EQUIPMENT				
SITE RENTALS				
TRANSPORTATION & TRAVEL				
Car/vehicle Rentals				
Mileage				
Petrol				
REFRESHMENTS				
PRODUCTS DEVELOPMENT & PRODUCTION				
TRAINING				
Primary Audience <i>(if chosen as an approach)</i>				
Secondary & Tertiary Audiences				
Sub- TOTAL for Each Approach				



PRODUCT 7: MEDIA PLAN

Instructions for Use: Use Media Channels from **Product 5: Promotion Plan (Part A: Creative)** and any addition information from **Parts B-E** as appropriate) to complete the Media Plan. Be sure to note any changes that might have been made to the Media Channels as a result of development (Step 6) or pretests (Step 7). Use this plan as a guide for distribution, performance, and airing. See sample on next page. Write any budget revisions on **Product 6: Budget, Part A. Overall Budgets, (2) Promotion Plan.**

1. Media Budget – detail as needed here, include final budget amount, any budget changes needed and why the changes occurred		
a. FINAL BUDGET AMOUNT: _____		
b. Changes (if any):		
c. Reasons for Changes:		
2. Production – list the print, non-print, activities to be developed and quantity of each:		
(a) Print	(b) Non-Print	(c) Activity
3. Timing – detail what will happen, when, and how:		
a. Length of time		
<input type="checkbox"/> to Distribute:		
<input type="checkbox"/> to Air:		
<input type="checkbox"/> to Perform/Conduct:		
b. Frequency		
<input type="checkbox"/> To Distribute:		
<input type="checkbox"/> To Air:		
<input type="checkbox"/> to Perform/Conduct:		
4. Logistics – lists where materials/activities will be distributed, stored and any other logistical needs		
a. Distribution Points for Print Materials		
b. Storage for Print Materials		
c. Other		



Sample Media Plan

1. Media Budget

FINAL BUDGET AMOUNT: \$15,000 (from original \$18,500)

Changes: Originally to be developed “group meetings” were dropped in favor of only “community meetings”

Reason for Changes: It was felt that community meetings would save time and money as well as provide a broader forum for caregivers (primary audience) to discuss issues surrounding diarrheal diseases. Both were originally included in five media channels selected, but using both exceeded budget.

2. Production

Development and Pretest of Materials: 10/03-2/04

(a) Print	(b) Non-Print	(c) Activity
- 3 Posters – 3 posters per set - 300 sets - 900 total - 5 doubled-sided pages of flipchart – 300 total - 1 Brochure – 15,000 total	Radio – ten, 30-second spots	1 community meeting series (3 topics total)

3. Timing

a. Length

- Distribution of Print Materials: 3/04-6/04
- Length of Time to Air Radio Spots: 6/04-9/04
- Length of Conduct of Community Meetings: 6/04-9/04

b. Frequency

- Print – as required, see below #4 Logistics
 - Radio (10 spots): Each spot 4 times/week for 15 weeks
 - ✓ Urban spots on Pyramid at 8:00, 9:00, 10:00, 11:00, 12:00
 - ✓ Rural spots on Pak State at 8:00, 9:00, 10:00, 11:00, 12:00
 - Community Meeting Series (3 topics): One topic per meeting, 3 total meetings to be held, one meeting to be held monthly starting in 7/04 (1 month after launch)
-

1. Logistics

- Print materials will be distributed by health workers and stored at the individual health centers for use.
 - Flipcharts will be kept by community workers to be used at the health centers and during the community meetings.
-



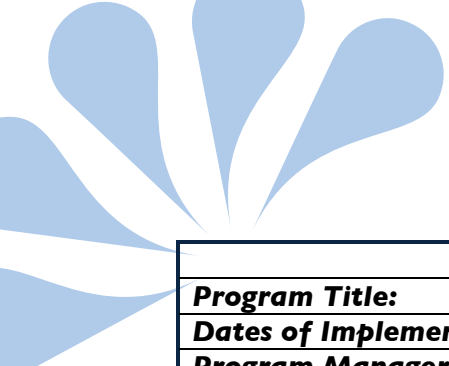
PRODUCT 8: PROMOTION PROGRAM IMPLEMENTATION PLAN

The first two to four months have been spent in designing, developing, and preparing for promotion program implementation. The implementation plan covers the remaining months of the program from the moment materials and activities are ready to launch and distribute through ongoing monitoring and evaluation.

Instructions for Use: Activities noted on Product 8 are activities common to promotion programs. Determine when they will take place for your promotion program. Add other activities appropriate to your promotion program and establish timeframes. Keep in mind the following guidelines:

- ✓ All monitoring activities should be included on this implementation plan.
- ✓ Supervision and monitoring activities can be combined into one visit each time
- ✓ Periodic adjustments to this plan might be required due to circumstances beyond your control, **BE FLEXIBLE.**
- ✓ Add new activities or tasks as agreed upon as they happen to ensure that the implementation plan is always up-to-date.

NOTES:



PROMOTION PROGRAM IMPLEMENTATION PLAN

Program Title:

Dates of Implementation:

Program Manager/Team Leader:

Activity to be Implemented	Implementation Period – Months ___ to ___ (Dates from _____ to _____)																Person Responsible
	Month ___				Month ___				Month ___				Month ___				
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	

LOGISTICS

1. Pick up all printed materials																				
2. Pick up all non-print materials																				
3. Purchase all needed supplies, equipment for conduct of activities																				

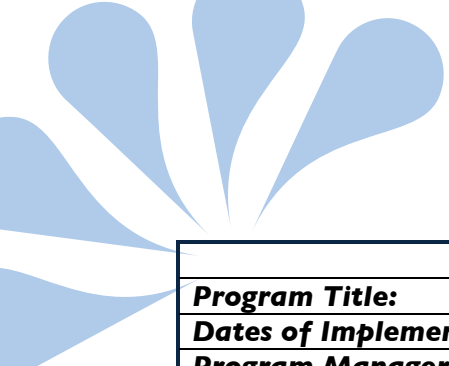
SUPPLIES AND EQUIPMENT

4. Detail supplies and equipment needs and revise budget																				
5. Purchase required supplies																				
6. Purchase required equipment																				
7. Distribute supplies and equipment																				

SECONDARY AUDIENCE TRAINING

8. Organize all training session needs																				
9. Develop training workshop plan and budget																				
10. Conduct training sessions																				

LAUNCH



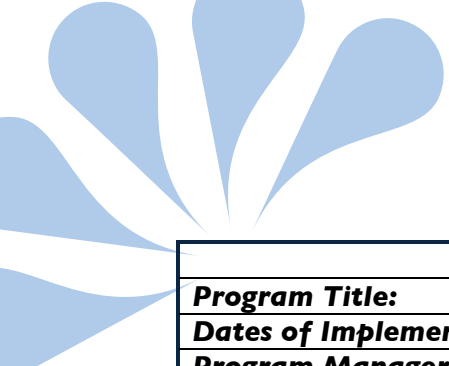
PROMOTION PROGRAM IMPLEMENTATION PLAN

Program Title:

Dates of Implementation:

Program Manager/Team Leader:

Activity to be Implemented	Implementation Period – Months ___ to ___ (Dates from _____ to _____)																				Person Responsible				
	Month ___				Month ___				Month ___				Month ___				Month ___					Month ___			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		1	2	3	4
11. Organize official promotion launch																									
12. Develop press kit for launch (if part of Plan)																									
13. Hold launch																									
MEDIA DISTRIBUTION/AIRING AND ACTIVITY CONDUCT																									
14. Organize storage facilities for print materials																									
15. Organize transportation for distribution of print materials																									
16. Organize sites and obtain approvals for activities to be conducted																									
17. Distribute print materials to selected sites for use																									
18. Air non-print media																									
19. Conduct activities																									
MONITORING AND SUPERVISION																									
20. Conduct monthly/quarterly monitoring and supervisory visits																									



PROMOTION PROGRAM IMPLEMENTATION PLAN

Program Title:

Dates of Implementation:

Program Manager/Team Leader:

Activity to be Implemented	Implementation Period – Months ___ to ___ (Dates from _____ to _____)																				Person Responsible						
	Month ___				Month ___				Month ___				Month ___				Month ___					Month ___					
	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4	I	2	3	4		I	2	3	4		
21. Prepare monthly/quarterly monitoring report																											
22. Provide feedback on promotion and suggest needed changes (if appropriate)																											
23. Institute changes and continue to monitor and supervise																											

EVALUATION

24. Develop terms of references																											
25. Select and contract outside source																											
26. Conduct Interim Evaluation (if promotion is longer than 1 year)																											
27. Make adjustments to promotion as appropriate based on evaluation																											
28. Conduct Final Evaluation																											
29. Celebrate successes and move forward																											

PRODUCT 9: MONITORING AND EVALUATION PLAN

Instructions for Use: Complete the top 5 rows from **Product 4: Broad Change Strategy**. Complete the Monitoring and Evaluation Plan using the Product and Decision Making Tools noted on the table.

MONITORING AND EVALUATION PLAN (date Developed/Revised _____)					
Program Title:					
Primary Audience:					
Feasible Practice:					
Promotion Timeframe:					
TYPE	WHAT – Indicators Number outcome and process indicators sequentially, do not number the impact indicators	HOW - Methods Selected Write in from Decision Making Tool 9.2		WHEN - Timeframe/Schedule Check only ONE box in each Monitoring row and in the Evaluation column ¹	
		Monitoring	Evaluation	Monitoring	Evaluation
Outcome Write in from Decision Making Tool 9.1, Part A				<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly	<input type="checkbox"/> ONCE at end of promotion (DATE _____)
Process Write in from Decision Making Tool 9.1, Part B				<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly	OR <input type="checkbox"/> TWICE at halfway point and at the end of promotion (DATE _____)
Impact Write in from Product 4: Broad Change Strategy		Not Applicable		Not Applicable	(DATE _____)

¹ Select (1) “monthly monitoring” and “ONCE” for evaluation, if the promotion is less than one year; **OR** (2) “quarterly monitoring” and TWICE for evaluation, if the promotion is more than one year of implementation.

PRODUCT 10: SUGGESTED PROMOTION PROGRAM CHANGES

Instructions for Use: This Product is the short-hand version of the longer evaluation report and will be more useful to refer to than the full report. Use this completed Product to guide a new or continued promotion program and/or to share lessons learned.

Complete the top 5 rows. From **Product 9: Monitoring and Evaluation Plan**, list promotion indicators in Column 1 on each row. Add the number of rows needed. Using the Full Evaluation Report, complete each column for each indicator, following the rows across, discussing and deciding how to handle issues that have arisen during the Evaluation. Remember to continually review recommendations made by the outside source in the Evaluation Report.

Program Title:			
Promotion Timeframe:			
Date Completed:			
Primary Audience:			
Feasible Behavior Promoted:			
Indicators to be Tracked List Indicators from Product 9: Monitoring and Evaluation Plan	Has this Indicator been achieved? YES or NO What are the qualifiers, percentages or numbers? (1) Write YES or NO (2) Write qualifier, percentage or number increase, etc.	What changes are needed to assure that this indicator can be met if Column 2 was "NO?" Suggest changes that can help the promotion reach its indicator. REMEMBER to look for CAUSES of unsuccessfulness.	What Other Successes Occurred? Note any other "successes" (quantitative or qualitative) that came up during the Evaluation regarding this Indicator that can be used to CELEBRATE .
Process			
Example: Drama - 1 per month for 1 year 12 dramas performed	YES, 15 total dramas were performed – 12 in group meetings, 3 additional at community events	Worked very well, consider additional ones for future as part of planned community events	3 communities were so encouraged and impressed with community responses (like of and willingness for key message) after the dramas, they invited the promotion team to have the drama performed at their own community events paying the cost
Outcome			
Example: 65% of mothers cite with clean water and soap as proper way to wash hands	NO, 52% increase was achieved	Identified CAUSE: Not enough mothers heard the key promise and message. Need to increase the number of times the Key Promise and Message is passed, maybe include as part of Women's Groups topics	Most of this 52% reported being very satisfied and happy the promotion was helping them live healthier lives.
Impact (as appropriate)			
Example: 5% decrease in diarrheal disease	YES, 5.21% decrease	If continue this type of promotion plus begin to focus on sanitation, could continue decrease	Mothers and health center staff interviewed, commented that they had seen a difference in the health of children – less visits to the center and fewer episodes of diarrhea



Program Title:			
Promotion Timeframe:			
Date Completed:			
Primary Audience:			
Feasible Behavior Promoted:			
<p>Indicators to be Tracked List Indicators from Product 9: Monitoring and Evaluation Plan</p>	<p>Has this Indicator been achieved? YES or NO What are the qualifiers, percentages or numbers? (1) Write YES or NO (2) Write qualifier, percentage or number increase, etc.</p>	<p>What changes are needed to assure that this indicator can be met if Column 2 was "NO?" Suggest changes that can help the promotion reach its indicator. REMEMBER to look for CAUSES of unsuccessfulness.</p>	<p>What Other Successes Occurred? Note any other "successes" (quantitative or qualitative) that came up during the Evaluation regarding this Indicator that can be used to CELEBRATE.</p>