

FULL TOOLKIT COMPLETION CHECKLIST – PROGRESS TRACKING TOOL

Use this checklist to track the progress in completing your Promotion Effort following the 10-Step Promotion Process.

<input checked="" type="checkbox"/> If Completed	Activity to Complete	Date Completed
ORGANIZED		
<input type="checkbox"/>	Selected team members and organized the team	
<input type="checkbox"/>	Reviewed the toolkit	
STEP 1: DEFINED problem, potential audiences and ideal behaviors		
<input type="checkbox"/>	Completed the Plan of Action (Product 1)	
<input type="checkbox"/>	Completed Overview of Research, Research Background (Product 2)	
STEP 2: GATHERED needed information		
<input type="checkbox"/>	Completed Overview of Research, Research Design and Results (Product 2)	
<input type="checkbox"/>	Developed initial Budget (Product 6)	
STEP 3: FOCUSED on one feasible practice for one audience and problem		
<input type="checkbox"/>	Completed Behavior Analysis (Product 3)	
STEP 4: STRATEGIZED long-term change goal, objectives, and impact		
<input type="checkbox"/>	Completed Broad Change Strategy (Product 4)	
<input type="checkbox"/>	Revised Budget	
STEP 5: PLANNED short-term promotion plan		
<input type="checkbox"/>	Completed specific Promotion Plan and all corresponding Parts (Product 5)	
STEP 6: CREATED promotional materials and activities		
<input type="checkbox"/>	Completed draft promotional materials and activities	
<input type="checkbox"/>	Revised Budget (Product 6)	
STEP 7: PRETESTED and finalized materials and activities		
<input type="checkbox"/>	Completed final promotional materials and activities	
<input type="checkbox"/>	Developed Promotion Media Plan (Product 7)	
STEP 8: IMPLEMENTED the promotion campaign		
<input type="checkbox"/>	Developed Promotion Implementation Plan (Product 8)	
<input type="checkbox"/>	Revised Budget (Product 6)	
<input type="checkbox"/>	Launched promotion	
STEP 9: MONITORED promotion process and outcomes		
<input type="checkbox"/>	Completed Promotion Monitoring and Evaluation Plan (Product 9)	
STEP 10: EVALUATED promotion outcomes and improve		
<input type="checkbox"/>	Revised Budget (Product 6)	
<input type="checkbox"/>	Completed Suggested Promotion Program Changes (Product 10)	