





CHECKLIST FOR REACHING THE AFRICAN AMERICAN COMMUNITY

Many organizations apply and receive funding to create marketing events to reach specific priority audiences without knowing how to reach them effectively. This checklist has been developed to consider key items prior to creating a marketing campaign. With your team, address the following items:

Ready, Set, Go!

Action Items	 IN DIS- CUSSION	 Done
INITIAL PLANNING		
What's the purpose of the project or campaign?		
What are the goals and objectives of the project or campaign?		
Include team members that represent the community		
Be ready to listen and to hear information, ideas and feedback that team members and community stakeholders may share. It's important to address and act on all concerns and constructive ideas to show that it takes a team working together to succeed.		
Identify your priority audience(s)		
Have you spoken to priority population members before starting a campaign or project?		
PLANNING		
How will you engage your audience?		
Have you decided what community-based organizations, community partners, stakeholders, gatekeepers & others to be involved?		
Have you considered creating a CAG – Community Advisory Group that may be helpful in planning your project or campaign? Review to create your own Community Advisory Group .		
Have you decided what community-based organizations, community partners, stakeholders, gatekeepers & others to be involved?		
EXECUTION		
What are the benefits for the community you will engage?		
Does your selection of images speak to & represent the community?		
Will you conduct a listening session or focus group to discover the best places to reach community members (TV, Radio, Print, Social Media, Gyms, Hair/Nail salons, billboards, public transportation, Word of Mouth, local community sites and others)?		
In case of a spread of an infectious or contagious disease like Coronavirus, what will be the best ways to alert your audience?		
FUNDING AND TRACKING		
Has a budget been developed for the project?		
Will you develop a project plan and Timeline to track your activities?		
Have you identified your team members according to the project plan and responsibilities?		
OUTREACH		
What results or outcomes would you like to achieve?		
What are your plans or ideas to reach the priority audience?		
Will staff or consultants that speak the language be hired, if needed? Will staff be hired that may represent the community?		
Staff members representing the community should be a part of your team. Remember to include multi-lingual staff as part of your team.		
If using media to promote your campaign or project, what type of media will be used?		



Action Items	✓ IN DIS- CUSSION	✓ Done
RESEARCH		
Consider conducting an ethnographic research of your community if more information is needed. Initiating research can help in planning for a successful campaign or community engagement. Key priorities to consider may include:		
What is the population of your city or town?		
What percentage of the population is African American?		
What specific neighborhoods does your audience reside in?		
Where does community members congregate the most?		
How does your audience receive news or prefer to get info?		
What are the best community events to participate in?		
Are there any overall concerns, fear or emotional distress that may have an impact on reaching your potential audience?		

The following is a list of ways to promote a campaign or promotion:

Ways to Promote a Campaign - Multi-cultural / Multi-lingual Community

• Radio	• Cable	• Magazines
• Television	• Print/Newspapers	• Newsletters
• Public Transportation	• Billboards	• Bus Shelters/Benches
• Point of Sales (POS)	• Media Interviews	• Press Releases
• Sponsorship of Events	• Cultural Events/Festivals	• Promotional Items
• Social Media Sites	• LYFT, UBER or TAXI CABS	• Grocery Canvas Bags
• Earned Media (PSAs)	• Banner / Display Ads	• Storytelling

Planning for Success: Being Prepared

Often it's difficult to know what you should or should not do that could tarnish the hard work that is being done to promote a campaign. Here are a few tips for your review:

- Don't be afraid to ask for help.
- For a campaign, try to give yourself at least 3 months to plan it.
- Ask yourself W.A.I.T. – Why Am I Talking? Spend more time actively listening to team members and to community members.
- Give credit to others who deserve it.
- Don't be afraid to ask for help about things you don't know, even if you think you do.
- Separate yourself from the campaign or promotion. Your face should not be a part of the promotion. If there is an opportunity for an interview with the media, you may attend, but it's good practice to have a community partner be the spokesperson.
- If you don't understand advertising or media relations, be honest and admit it and find someone on staff or in the community with strong communication skills.
- Practice humility. Humility is having a modest view of one's self-importance.
- Remember that all plans should be flexible and open to positive changes.
- Prepare, Prepare, and Prepare.
- Remember to have fun throughout the process.



EVALUATION

How will you demonstrate your success?

The purpose of an evaluation process is to determine whether the specific goals and objectives of a program were accomplished and to what degree. In essence, evaluators want to discover whether a program has worked effectively and, if not, how it can be improved. Remember, we always learn from our mistakes in order to make improvements.

When information gathered from an evaluation is used to improve programs or promotional events, it can make a significant contribution to the well being of program participants and the community-at-large. Anyone setting out to evaluate an event or any other health education program, therefore, should focus the questions on the decisions that are likely to be made about the program while the event is being implemented and when it is concluded.

The Centers for Disease Control and Prevention, Program Performance and Evaluation Office (PPEO) has provided me with a [Framework for Program Evaluation](#) that may be used to assist you in developing an effective evaluation. If any help is needed, please feel free to contact Promotions West at info@promotionswest.com

Benefits evaluating your campaign or project:

Identify effectiveness of the event, staff, and community partners
Assessment of how well your objectives matched the needs of your priority audience
Assessment of whether or not you achieved your objectives
Documentation that the objectives were successfully achieved
Discovering the challenges, barriers and best practices
Detect what worked, didn't work and why it didn't work
Lessons learned to improve future events or projects

