

Implementation Plan

Key Activities	Academic Year 1										Academic Year 2					
	Mar-Apr	May	Jun-Jul	Aug	Sep-Nov	Dec	Jan	Feb-Apr	May	Jun-Jul	Aug	Sep-Nov	Dec	Jan	Feb-Apr	May
Step 1: Set goals and objectives																
<ul style="list-style-type: none"> Generate a goals statement with specific goals and measurable objectives. 	x															
Step 2: Engage collaborators, assemble the Implementation Team, and identify resources																
<ul style="list-style-type: none"> Identify key collaborator groups, the Implementation Team, site champions, and trusted adults 	x															
<ul style="list-style-type: none"> Train key collaborators and the Implementation Team on social norms theory, research, and the SNMC 	x															
<ul style="list-style-type: none"> Assemble external resources 	x															
Step 3: Develop the Implementation Plan																
<ul style="list-style-type: none"> Set the campaign implementation timeline 	x															
Step 4: Collect social norms data																
<ul style="list-style-type: none"> Create or identify a social norms survey to assess current norms 	x															
<ul style="list-style-type: none"> Administer the social norms survey to collect baseline data 		x														
Step 5: Analyze data to identify misperceived norms																
<ul style="list-style-type: none"> Analyze the baseline survey and extra positive norm statistics from this data 		x														
Step 6: Develop and disseminate media																
<ul style="list-style-type: none"> Develop prototype media 			x													
<ul style="list-style-type: none"> Test and finalize media 				x			X				x			X		
<ul style="list-style-type: none"> Disseminate media, changing media every two to three weeks 					x			X				x			X	
<ul style="list-style-type: none"> Refine methods and media as needed based on youth feedback 						x	x			x			x	x		
Step 7: Monitor and evaluate																
<ul style="list-style-type: none"> Monitor for impact by collecting youth feedback 					X (Nov)							X (Nov)				
<ul style="list-style-type: none"> Administer the social norms evaluation survey 									x							x
<ul style="list-style-type: none"> Analyze the evaluation survey to assess impact. 									x							x
<ul style="list-style-type: none"> Report results 									x							x