

Project Child-Creative Blueprint 2/14/11

1. Communication Objective:	<ul style="list-style-type: none"> • Parents understand how to interact and teach children through play & the importance of committing to doing this so children are ready for school • Parents know how to create an enriched home environment to promote school readiness
2. Target Audience-Primary:	<ul style="list-style-type: none"> • Parents children birth-6 • Parents of non-preschool age children
3. Target Audience-Secondary:	<ul style="list-style-type: none"> • Professionals (teachers) working with parents of non-preschoolers • Parents of children in preschool/day care • Other caregivers (those not in preschool) • Future/Expectant parents
4. Current Attitudes:	<ul style="list-style-type: none"> • "It's the school's job to educate children when they turn 6" • "If I wait another year, then my child will be ready for school" • Minimal expectations for child's development • Interaction/playing with child takes too much time • Not knowing "how" to play with child • There are no benefits/purpose to play • Can't afford pre-school, they will start learning at Kindergarten
5. Desired Attitudes:	<ul style="list-style-type: none"> • Parents are the most important factor in their child's success • "I am the most influential person in teaching my child" • "Everyday activities teach my child the things he needs to be successful" • "I can empower my child through play and interaction" • Learning begins at birth • Parents are responsible for teaching their child • Parents are the first and most influential person in child's life. • Parent is the expert on their child • Parents follow the child's lead
6. Desired Action:	<ul style="list-style-type: none"> • Parents engage in specific activities with children (how does this look) • Parents are able to see what their children are doing and how it relates to their development/learning • Parents know what to do to reach/interact with child, "teachable moments in everyday routines that are brief & inexpensive" • Simple activities • Spend time with child, be present, turn off TV/technology • Building awareness/defining readiness
7. Primary Selling Proposition:	<ul style="list-style-type: none"> • Makes parenting easier • Child is thriving at school • Success at parenting • Positive parent-child relationship leads to friends and other positive relationships • Over 90% of brain development occurs by age 7, parents take advantage of opportunity
8. Support:	<ul style="list-style-type: none"> • Brain development research • Parents as Teachers (PAT) research • Play to Talk research • Have resources available for parents (perhaps at library) • Use of websites to reference for more info • School readiness data (KRAWL)
9. Personality:	<ul style="list-style-type: none"> • Factual non-condescending with "sprinkle" of humor • Make parents feel important and good about themselves • Intimate for community education
10. Success Indicators:	<ul style="list-style-type: none"> • Kraw-I data • What we hear • Age of entry to Kindergarten

Project Child Creative Blueprint

1. COMMUNICATION OBJECTIVE

In one sentence what are you trying to do? It may be as simple as a result of our campaign, increase by 50% the number of idle school parents who will attend our parent education series offered this semester.

This short summary of a discussion of what you do you want to have happen as a result of your social marketing campaign. You must be realistic.

2. TARGET AUDIENCE-PRIMARY

Who are you trying to reach primarily?

3. TARGET AUDIENCE-SECONDARY

Who are you trying to reach secondarily?

4. CURRENT ATTITUDES

What does your target audience currently believe to be true regarding your issue? If you don't know, this might be a good time for focus group work, surveys, or simply speaking to members of your target audience. You may find out several things you did not know about what the target audience currently believes to be true regarding your message, program, initiative....

5. DESIRED ATTITUDES

What do you want the target audience to do or believe that is different from what they currently believe?

6. DESIRED ACTION

What do you want the target audience to do as a result of your message? Many people refer to this as the Call to Action.

7. PRIMARY SELLING PROPOSITION

It is very natural and very honest for the target audience (and hence, the social marketing campaign planners) to ask the question, what is in it for them? If I as the target of your social marketing initiative do what you say and do what you recommend, what is in it for me? A healthier and safer society, neighborhood or family is good. Will I be enriched in other ways, ie. Happier, self-fulfilled, more popular, save money? People are motivated by all kinds of things including a general sense to do the right thing, but pointing out the advantages to them is part of a persuasive campaign. We should be able to articulate why it's worth their while to engage in the activity that we suggest in our campaign.

8. SUPPORT

What research, evidence, trends, developments, other successes or proof exists to support your message?

Counter-information campaigns are those that, more than persuading people to take certain action, actually have the additional challenge of running counter to existing common beliefs.

9. PERSONALITY

We have to remember in prevention that it's easy to focus on the somber, even the morbid. An unbiased observer could conclude that prevention workers are out to prevent fun of any kind. Therefore, personality of a campaign is important. This includes what kind of tone you want to utilize. Humor? Suspense? The everybody's on board personality? Educational? Somber? Factual and non-condescending? Tone is important in social marketing initiatives. The right tone can make someone remember your message.

10. SUPPORT INDICATORS

How will you know you have succeeded? Or, what does success look like? Do you want to increase awareness? Increase enrollment? Change public health or safety data? Change community norms or beliefs? Generate interest in activity?

You need to ask yourself, how will you know you have done that? It may simply be the talk factor is what you hope to achieve. We all know that increased awareness and attitude change doesn't necessarily presume behavior change. But it is a step in the right direction. The purpose of evaluation is not to prove or disprove your effort, but to improve it.