



FALL 2019

# STUDENT CAMPAIGN TOOLKIT



The L.A.  
Trust

STUDENT HEALTH = STUDENT SUCCESS

# HEALTH ISSUES AFFECT US ALL

It's been proven time and time again that the most successful way to let people know how to take better care of themselves is through public campaigns, and more specifically, peer-to-peer campaigns. This toolkit will help you successfully create, organize, and produce a successful event or activity.

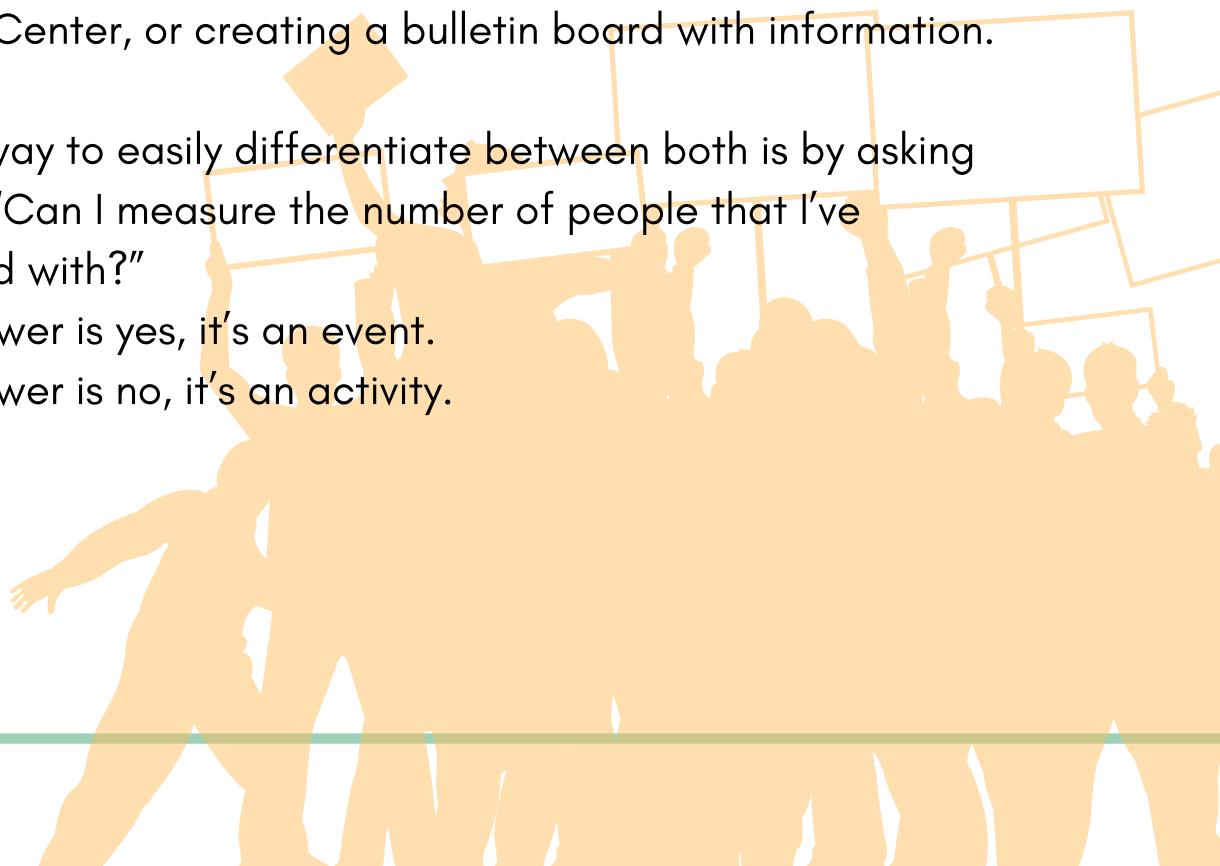
**An event** would be any campaign in which you actively interact with your peers. This can include having an information table during lunch, a fun & interactive game, or a presentation during an assembly or advisory period.

**An activity** is a campaign in which you passively interact with you peers. This would include creating posters on a health topic, doing a PA announcement for services at your school or Wellness Center, or creating a bulletin board with information.

An easy way to easily differentiate between both is by asking yourself, "Can I measure the number of people that I've interacted with?"

If the answer is yes, it's an event.

If the answer is no, it's an activity.



# 8 STEPS TO PLAN A SUCCESSFUL CAMPAIGN

Step 1 Pick a Health Issue

Step 2 Do your Research

Step 3 Build a Team

Step 4 Hold a Meeting

Step 5 Set some Goals

Step 6 Launch your Campaign

Step 7 Share your Results

Step 8 Review, Celebrate, & Plan for the Future

# GETTING STARTED

## STEP 1 - PICK A HEALTH ISSUE

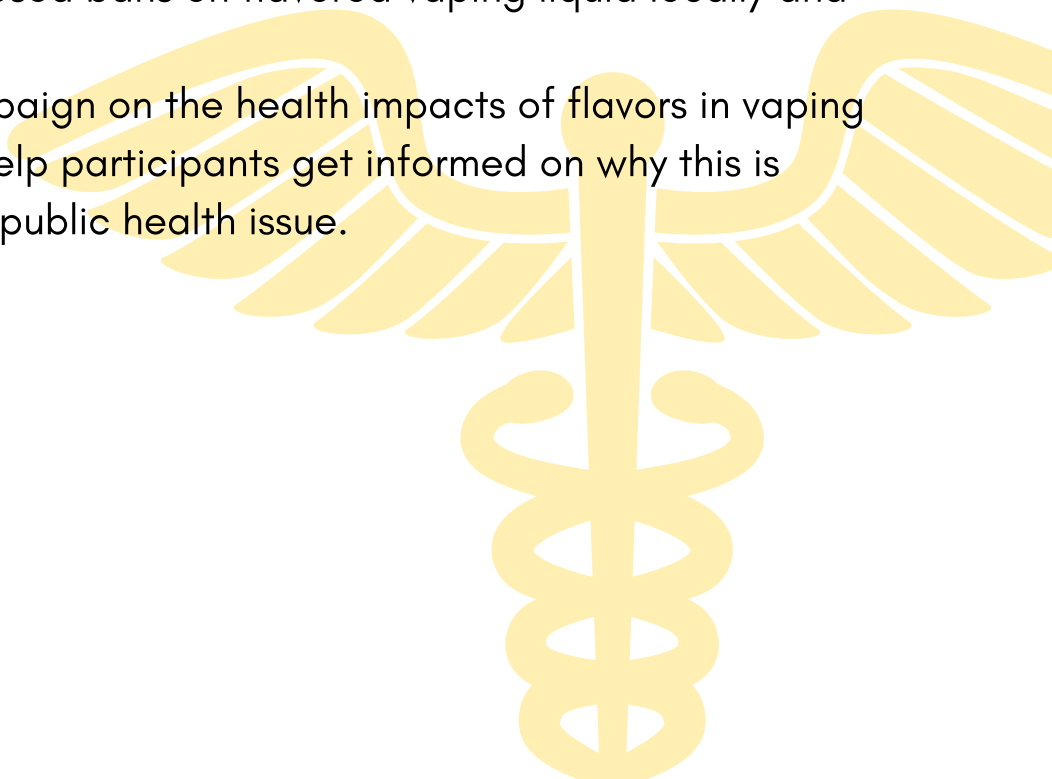
The most successful campaigns start with picking an issue. Having a simple message will help your participants focus and learn about the topic.

Tips:

- Focus on one issue. This will help you get your message across easier
- Build off a theme so it can give you a direction
- Leverage an existing campaign so it can help you start building your resources
- Base your health issue on something current and in the local news and build off of its momentum

**Example:** News and media outlets have recently reported that there are proposed bans on flavored vaping liquid locally and nationally.

Building a campaign on the health impacts of flavors in vaping liquids would help participants get informed on why this is important as a public health issue.



## STEP 2 - DO YOUR RESEARCH

Start with questions **you have** about the issue and make a list. You are part of the community, so what interests you might also interest others. Doing research that you are passionate about will help you remember important data which you can share.

Places to get answers include the library, textbooks, teachers or websites with data including:

- Federal (CDC.gov, FDA.gov, ATF.gov, CDC.gov/yrbs)
- State (CDPH.ca.gov, TOBACCOFREECA.com)
- Local (PUBLICHEALTH.lacounty.gov/sapc, LACITYATTORNEY.org/tobacco-enforcement)
- Organizations (TRUTHINITIATIVE.org, KICKBUTTSDAY.org, TOBACCOFREECAMPUS.org/the-great-american-smokeout)

**\*Note: It is important to obtain information from a science based website.**

**Youtube, FaceBook, Instagram are not science based.**

You can also choose to collect **your own** data.

Research can be done locally by conducting:

- surveys or polls from your school population
- These can be done before or during an event, or even virtually (online/social media)
- Remember not to attach any names or identifiable information to keep it anonymous

### STEP 3 - BUILD A TEAM

Don't have a Team or need more members?

Find others who:

- Want to share responsibility
- Are committed to the cause
- Have a different set of skills than people already on your team (artist, creative, speaker, actor, etc.)

Once you have your Team, agreeing on roles is important. The person chosen should understand the role and responsibility.

#### **Leader(s)**

This person usually has bulk of responsibility with organizing

#### **Vice Leader(s)**

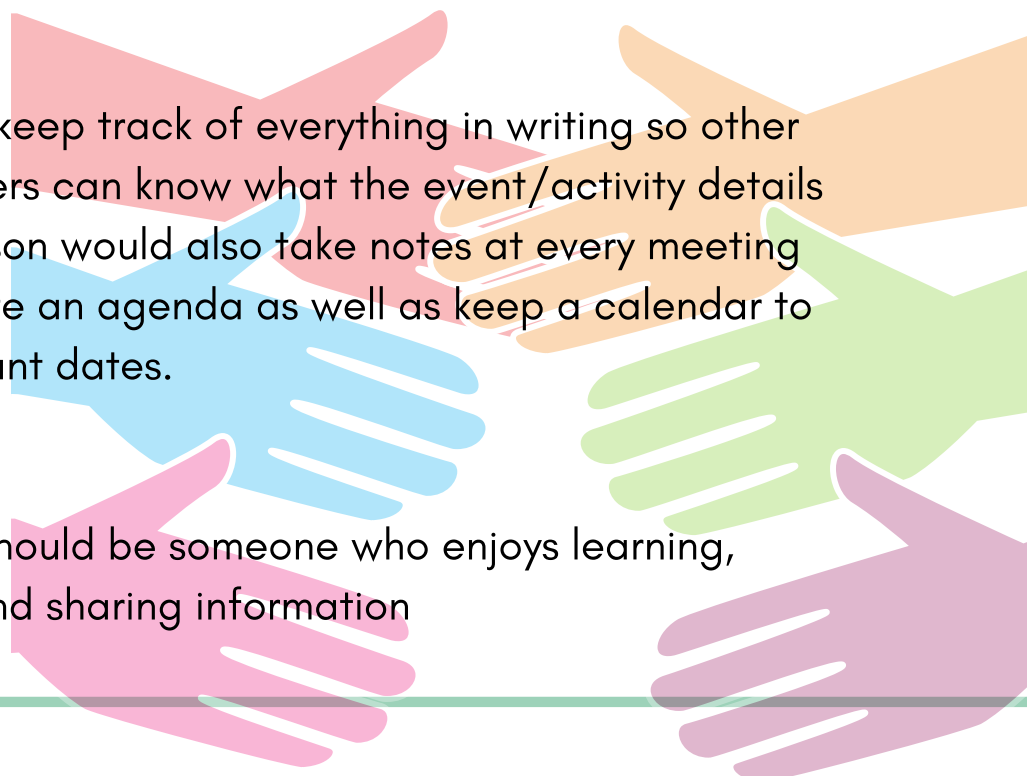
This person should know what the lead knows to step in if needed

#### **Secretary(s)**

Someone to keep track of everything in writing so other Team Members can know what the event/activity details are. This person would also take notes at every meeting and help write an agenda as well as keep a calendar to track important dates.

#### **Researcher(s)**

This person should be someone who enjoys learning, collecting, and sharing information



**STEP 3 - BUILD A  
TEAM (CON'D)****Coordinator(s)**

This person helps with communication with school staff and the Team to confirm dates, layout, needs and other details for the event/activity.

**Promoter(s)**

Would be in charge of promoting the event before, during, and after. They would lead production of posters, flyers, social media posts, or PA announcements. Basically any medium that would help get participants to the event/activity and then help promote success during and after.

**Recruiter(s)**

Before, during, and after the event/activity is a great time to ask others to join your Team! You can hand out flyers, application, or simply collect contact information to reach out to them later. You can also recruit passively through flyers, PA Announcements, or social media posts.

**Sponsor**

Last but not least, having an Adult who is an administrator or teacher at your school will help simplify and ensure scheduling events and approving any flyers or posters gets done.



## STEP 4 - HOLD A MEETING

You can hold a meeting even before you have a team in place. Choosing a **place, time and date** to hold this meeting will be important.

Before every meeting, make sure to **confirm who will be coming** by contacting all Team members. You can call, text, email or ask in person to remind them.

Also before every meeting, you should have an **agenda**, which looks something like the document below:

### SAMPLE MEETING AGENDA

Meeting Place, Date & Time:	
People present:	
Meeting Goals:	

### Agenda:

Introductions		5 minutes
Icebreaker		10 minutes
Old Business		3 minutes
New Business		2 minutes
Agenda Item #1		5 minutes
Agenda Item #2		8 minutes
Agenda Item #3		4 minutes
Action Plan		10 minutes
Assignments		5 minutes
Closing check in		8 minutes

Next meeting scheduled for:



## STEP 4 - HOLD A MEETING (CON'D)

### **Tips for holding a successful meeting every time:**

#### **Have fun!**

Doing an icebreaker at the beginning and incorporating games throughout the meeting will help Team members feel comfortable.

#### **Snacks keep people happy**

Doesn't have to be pizza every time, but having something to snack on and drink will encourage members to attend.

#### **Keep in touch**

Sending out reminder of to-do lists and then talking about them at your meeting will help make sure things get done.

#### **Schedule your next meeting**

Maybe you will meet on the same day/time every week? Maybe you need less or more meetings? Knowing ahead of time will help ensure you get full participation.

#### **Thank everyone**

Being part of a Team can be fun, but making sure people know they are appreciated makes them feel valuable. This includes teachers and other adults!

## STEP 5 - SET SOME GOALS

When you plan a trip, having a map will keep you on the right road and ensure that you don't get lost. It might even find a short cut! Setting up goals for your event/activity will help your Team is successful.

**WHEN? (Timeline)** - Start with the date of your event and work backwards. Dividing the time you have toward your event into smaller chunks will help inform the number of meetings you have and when tasks need to get done by.



**WHO? (Team)** - Make a list of the people who you will need help from to organize the event. This would include scheduling and planning (before), executing (during) and evaluating (after) the event/activity. Do you need to borrow chairs from the cafeteria? Will you need ask an Assistant Principal to put the event on the school calendar? Do you need someone to keep count of the student participants?

**WHAT? (Resources)** - These are all the materials you will need to make the event/activity happen. Everything from markers, posters, tables, snacks, games, and even a music playlist will be important to have before the day of your event. You might need help buying them or getting them approved for use.

## STEP 5 - SET SOME GOALS (CON'D)

**WHERE?/WHEN? (Place and time)** – Doing a walk through of your event space will help ensure you don't come across any surprises. If there are other activities happening on the same day and time, working with the other group can help make sure both activities/events are successful. Finally, checking the weather for wind or rain is a good idea to help prepare.

**HOW? (Action Plan)** – Using a document to track your planning will keep you organized and help communicate your written plan to others. During and after the event/activity, you can include any challenges that came up and add what you could have done to avoid those challenges. This will help if you want to repeat the same event/activity in the future.

### ACTION PLAN WORKSHEET

What is the [Health Issue](#):

A few facts from [Research](#):

Description of [Event/Activity](#):

[Action Steps/Timeline](#):

Action Step	Team Member Responsible	Target Date

[Resources](#) needed:

What are your [Indicators of Success](#) or goals you'd like to reach:

How are you [Communicating](#) your Event/Activity:

## STEP 6 - LAUNCH YOUR CAMPAIGN

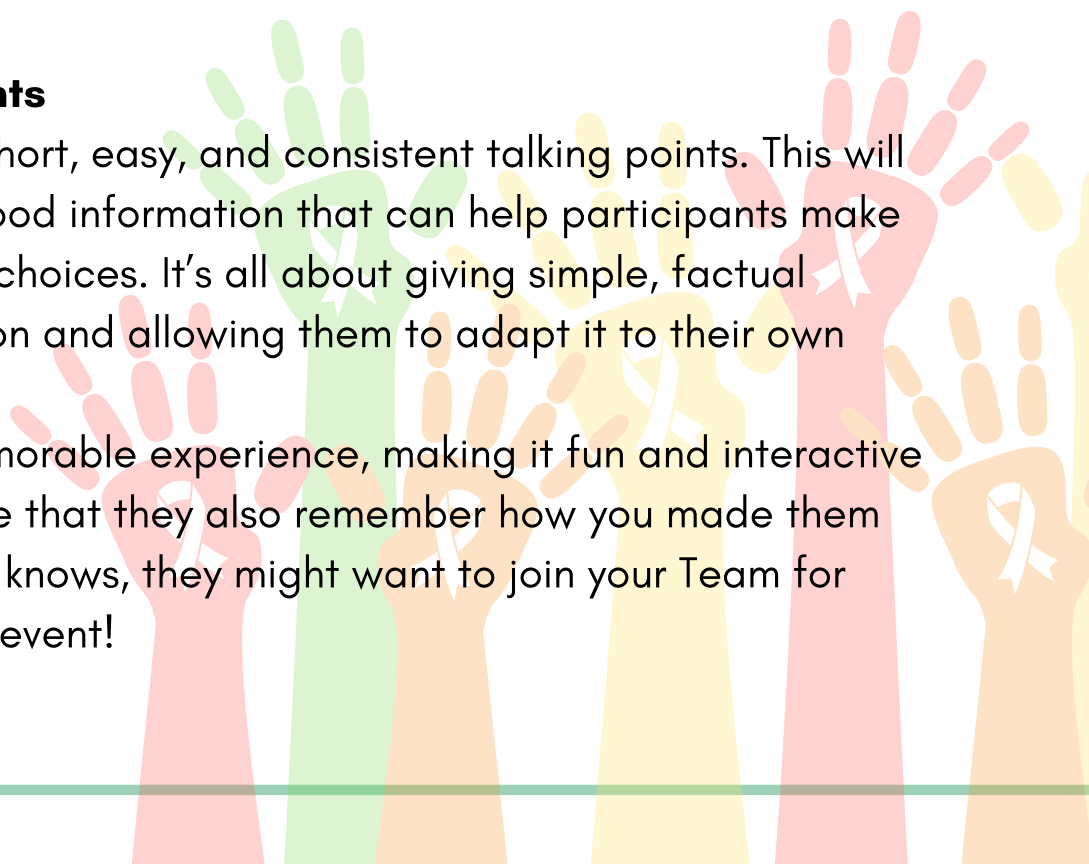
On the day of your event/activity, remember that you and your Team are the most important resources. Flyers and posters can educate, but peer-to-peer interaction is memorable and has been shown to be more beneficial for encouraging healthy choices! So spread the message and put yourself out there.

### **Materials**

- Having handouts and promotional giveaways can be a good way to attract people to your event.
- Even if someone does not take part in the activity, having simple and clear, easy to read messages can help them take a fact or two away with them.
- Also, talk about how you're gonna dress. Wearing information on t-shirts or connecting with a theme can help people connect visually to your activity/event.

### **Talking points**

- Prepare short, easy, and consistent talking points. This will spread good information that can help participants make healthier choices. It's all about giving simple, factual information and allowing them to adapt it to their own lives.
- For a memorable experience, making it fun and interactive will ensure that they also remember how you made them feel. Who knows, they might want to join your Team for your next event!



## STEP 7 - TRACK & SHARE YOUR RESULTS

### Indicators of Success

Quality over quantity!

When you collect information about your activity/event, it's all about starting with what made it successful. Capturing the number of people that helped organize and put it together, as well as the number of participants you interacted with at the event will measure your success. If it's an activity, the school population will give more insight into your audience.

To capture this all, you can use the following Tally Sheet:

#### Student Engagement Tally Sheet

- **Definition of an event:** a face-to-face interaction in which information/statistics about health or services is shared with a young person at your school. The number of encounters should be a measurable interaction.
- **Definition of an activity:** passive outreach which includes strategies such as posters, PSAs, flyers, where you can't really measure the impact.

Event Date	Description of <u>Event</u>	Number of Students Involved in Planning	Type of materials / "swag" used for Event	Number of Students Encountered ( <i>interactions</i> )																														
	<input type="checkbox"/> Lunchtime Tabling (one table) <input type="checkbox"/> Health Fair (multiple partners) <input type="checkbox"/> Wellness Center Tour <input type="checkbox"/> Classroom Presentations <input type="checkbox"/> Other (describe): _____		<input type="checkbox"/> Flyers <input type="checkbox"/> Pens <input type="checkbox"/> Brochures <input type="checkbox"/> Food <input type="checkbox"/> Gift Cards <input type="checkbox"/> Other (describe): _____	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td colspan="6">Total: _____</td></tr> </table>																									Total: _____					
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## STEP 8 - REVIEW, CELEBRATE, & PLAN FOR THE FUTURE!

**Reviewing & evaluating** what worked/didn't work so well will help you become a better planner and increase the success of future events. Capturing videos and pictures of the event/activity can also help when reviewing.

**\*\*Make sure you have permission from participants before capturing any pictures/videos (media release form attached)\*\***

Look for ways to let your school know of your success by writing an article, or doing a PA announcement and sharing a few facts (number of participants or any fun highlights).

**Let's Celebrate!** Your Team worked hard, and it's important to recognize the time and effort spent on your activity/event. Spend time to celebrate your hard work, and to recognize people that donated time and supplies. This will ensure that when you need them again, they will be more likely to say yes.

**Let's plan for the future.** Think of this as a mini time capsule. Collect and organize your records on:

- Your research
- All agendas
- Timelines/list of materials used
- Any media about the event

**Your campaign is done!** Records can now be stored digitally. Organize them so that a Team in the can have access and learn how to create other successful activities/events in the future.

Adapted with permission from Project U Los Angeles  
ProjectULA.org

**The Los Angeles Trust for Children's Health, 2019**  
**TheLATrust.org**