

SLV PREVENTION COALITION
Committee Goals & Strategies

Each SLV Prevention Coalition committee is asked to complete this Committee Goals & Strategies worksheet. Later, each committee will be asked to define the steps needed in order to accomplish each strategy. For now, each committee should list at least one goal and one strategy, however, there is not a limit to the number of goals and strategies your committee intends to accomplish – you may add more as the work of your committee requires.

To fill in the document, please download and save to your desktop. Please email the completed worksheet to Sandra Santa Cruz at sandras@slvmhc.org.

Thank you!

Name of Committee: _____ **Media** _____

Name of Chairperson: _____ **Liz Tabeling** _____

Contact phone #: _____ **(719) 589-3775** _____

A. PLEASE DEFINE YOUR COMMITTEE’S MAIN GOALS:

GOAL (Also, please indicate whether a short or long-term goal):

- 1. Promote SLVPC to the community**
- 2. Promote Prevention Education to the community**
- 3. To fulfill the Media needs of the coalition**

B. WHAT ARE YOUR STRATEGIES TO ACCOMPLISH EACH GOAL?

Goal #1:

Strategy #1: Disseminate information through local media (via commercial, radio, newspaper and name recognition) about what our coalition is doing to provide a drug free community.

Goals #2:

Strategy #1: Gather information from all committees regarding prevention education opportunities available.

Strategy #2: Prepare or provide assistance with news releases for earned media through all local media outlets on the information gathered from committees.

Strategy #3: Provide coverage of activities of coalition through media outlets such as website, emails, newsletters, and other media sources when the opportunity permits.

Strategy #4: Obtain evidence based prevention ads for use in local media when funding is available.

Goal #3:

Strategy #1: Provide Media technical assistance to the coalition

Strategy #2: Communicate with all committees regarding media needs (This is where we need the group). We serve as a support group for all other committees.