

Project Plan

Wawa SSM BR EL

NAME OF ACTIVITY/EVENT

GOAL (what do you ultimately want to achieve related to SPECIFIC tobacco issue? Include audience, time frame, action):

EXAMPLE: To create by the summer of 2009 a clear and safe outside environment for youth who attend the SSM Teen Centre.

OBJECTIVES (Steps needed to achieve goal, should be measurable, achievable, realistic, time bound):

EXAMPLES:

1. To increase smokers awareness of environmental affect of butts by April 2009.
2. To beautify the Teen Centre yard and grow a garden by the end of summer 2009
3. To reduce the number of butts dropped in the yard by the end of summer 2009
4. To increase the number of youth who use the back yard for recreation by the end of summer 2009

OBJECTIVE(S)	EVALUATION- How will you know you achieved Objectives(s)?
1.	
2.	
3.	
4.	

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TARGET AUDIENCE

WHO are the main people you want to target? Who are the secondary people you want to target?	EVALUATION- How will you know you reached Target Audience(s)?

KEY MESSAGES (What message do you want your target audience to take home? Remember to keep simple)

BRIEF ACTIVITY DESCRIPTION

Date
Time
Location
What Do you want to do? How will you do it?

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APPROVAL REQUIRED

Who	How to Get Approval (in person, phone, letter, etc.) and Contact Info	Advance Notice Needed	Who's Responsible	Due Date

TECHNOLOGY REQUIRED

What is required	Booked?	PL knows how to use it?

STAKEHOLDERS/KEY PLAYERS:

Significant Players In Relation To Event	Name of Individual	Position/Organization	Contact Info/Best Way to Contact	How can we engage?
Supporters (i.e., those who can help group or action, potential partners?)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Challengers (i.e., People who may not like what we are doing)	<input type="checkbox"/> <input type="checkbox"/>			

EVALUATION PLANS (How will we know our event/activity was successful?):

Consider your objectives- how will you know that they have been met? Consider your target audience and key messages. Be sure to develop a plan for capturing the information you require during the event).

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RESOURCES AND COSTS SUMMARY

Resource Required	Cost	Timeframe Needed (e.g., delivery)	How Pay (mileage, PO, etc.)?

ACTIVITY/EVENT FOLLOW-UP EVALUATION:

To Be Completed by Peer Leaders with Committee Members at the meeting following an activity/event for constructive feedback. Peer Leaders should complete the main part in advance and then ask the group the questions in green. Feel free to add additional questions as needed.

Event Date/Time	
Event Location(s)	
Promo. Items Distributed	(Provide description and quantity)
Ed. Items Distributed	(Provide description and quantity):
# of Participants	(Estimate the number of participants who came to event <u>other than AYAA reps</u>)
Contact Person	(Who did you need to contact to make event possible?)
AYAA reps	(List CMs and staff who participated. List who sent regrets)
Comments/Notes	(What went well? Lessons learned from this event? Resources useful/boring?)
Media	(Medium/Title- attach if possible)
Goals/Objectives	(Were they met? If so, how do you know?)
Target Audience	(Did you reach target audience? If not, who was reached? If so, how do you know?)

Promotional Event

Advocacy Event

Entertainment/Social Event