

It is time to get to work. This form will help you consider your plans for local activities to support Ontario's May 2004 campaign about alcohol and pregnancy. Write down a few ideas, talk to others in your community, then turn your plans into action.

Objective: What do you want to accomplish? *(i.e. I want to increase awareness about...)*

Strategy: What general approaches will you use to achieve your objective? *(i.e. media)*

Partners: Who can you work with?

Population of Interest: Who are the events/resources for? General public, health care, youth, service providers?

Activities: What specific initiatives will you use? *(i.e. newspaper articles and ads)*

Timelines: When will these activities happen? What are the steps and timelines to prepare for these activities?

Costs: How much money and time will it take? What else will you need? What can partners contribute?

Evaluation: How will you know if you are successful?

Double check:

- Will my activities make a difference?
- Are my activities sensitive to individuals and families affected by FASD?
- Are my initiatives sensitive to the situations of women who use alcohol?
- Do my activities show hope?

For more information on effective and sensitive approaches, see "Keys to a Successful Alcohol and Pregnancy Communication Campaign" at:

http://www.beststart.org/resources/alc_reduction/index.html

See also "Idea List for Local Activities" at:

http://www.beststart.org/resources/alc_reduction/alc_camp/index.html

*You can make a difference:
Promote alcohol-free pregnancies*