Q. Row 6- Target Audience

Is this staff, stakeholders, and our target audience of parents/adults in Dawson County? And do we need to list specific names (i.e. Principal Richard Crumley or just Principal—these are constantly changing as turnover can be quick in the school systems and with our stakeholders).

*A. No, you don't have to list specific names.  This is normally whatever population is affected by the strategy. For instance, if I’m doing Be the Wall and the aim is to increase parental monitoring, my target audience would be parents.*

Q. Row 8- Reach

Does this need to be a number? (10,000 adults age 21-65 in Dawson County). Since we are doing media campaigns with our Social Norms and Social Host strategies, it is a large number. We track this in MDS with certain media tools (billboards, mailers, theatre ads, etc.) and this could at times be much more than 10,000, but don’t want to put too large of a number if not necessary. Especially since some of those seeing billboards/theatre ads are not from Dawson County.

*A. Yes, this should be a number and/or a percentage.  Reach should be decided with your evaluator. It may be a percentage of the total population of your community. While more people may see the message, this is the number of people within your target population that you are aiming to reach with the message.*

Q. Row 9-Dosage

Not sure how to specify dosage of media campaigns and social host strategy. Since the media campaign is implemented throughout the year (per M. Haines model), do we just say “implemented throughout the year.” For social host, if our ordinance passes, do we say implement media campaign and promote awareness of ordinance year round?

*A. This is how much of the different type of media will be used, i.e. 300 posters, 3 billboards, etc. May not be applicable to all strategies, such as Social Host.*

Q. Row 10- Frequency

Given from the Prospectus cleaning example, Dosage and Frequency are a little confusing. Since we are doing the media campaign, do we just say the same thing we said in dosage—implement throughout the year?

*A. This would be how often your media is disseminated, or at what stages will your media will be distributed, i.e. monthly, quarterly, annually, etc. Might be intermittently, if there is not a set schedule for implementation of a certain activity.*

Q. Row 15- Number of staff currently in place

These are just consistent paid staff (as included in budget), correct?

*A. This includes paid staff and contractors.*

Q. Row 16- Number of staff to be hired

If we are contracting with same local evaluator, and a marketing person, is that who needs to be included here? (Are we pretty much just following our budget narrative on this?)

*A. All paid staff and contractors that need to be hired.*

Q. Deadlines listed in PMP

For those being contracted for another year, do we just say that the deadline is 10/1/15? Since we are submitting budgets/MERs prior to 10/1/15, it is a little unclear when contracts should be signed, etc. (Again, I may be thinking way too much into these).

*A. Marcus?*

Q. Could you please just briefly review what/who to include in Rows 17, 18, 19, 20, 23, & 25. Are we specifically talking about staff in all of these, or do we go into stakeholders, CPAW, target audience of parents/adults

*A. Those who are receiving payment of services on this strategy.*

Q. Again, could you briefly review what is needed in the Section II: Community Readiness.

*A. What things (strategies) will you do to raise your community readiness score? Include those here.*

QI have blacked out the sections III & IV (Fidelity and Evaluation)- just making sure this is correct and nothing needs to be written in any of these boxes.

*A. Correct, you do not fill these sections out. These sections are for evaluation only.*

Q. Many of the items in the DAP’s include working together with multiple people in the “Responsible Party column.” For example, “Develop survey questions suitable for community survey” is one of our action steps, but several of us work very closely to do this—our Local Evaluator-Ann Price, Director-Nancy Stites, and me the PC. Is this okay to list ALL necessary people?

*A. Yes, that’s fine, whatever you feel like would tell the most complete story.*

Definitions:

- Duration: How long a project should take, in total. This can be challenging to project when a project is large, but is made easier with the use of a Gantt chart (should be the last tab in your IP). Project duration would be the duration of individual activities & action steps, taking into account overlap.

- Dosage: the quantity of a program prescribed to be taken at one time.

- Frequency: The number of occurrences of a repeating event per unit time, i.e. monthly, quarterly, once per semester, etc.