

Work Area	Task/Activity	Dates	Responsible
Store Assessment Reporting	Collect store assessment data	Complete	VDH
	Analyze store assessment data	Complete	VDH
	Share data tables with Counter Balance working group	Complete	VDH
	Present data tables at VTERB Media Committee meeting	Complete	VDH
	Data analysis complete	Feb 27	VDH
Message & Strategy Development	Use store assessment findings to develop spring marketing campaign strategy	March 11	RSCG
	Approve marketing campaign strategy	March 20	VDH
	Use approved messages to develop design requests for creative assets (digital, print)	March 23	RSCG
Spring Campaign Asset Development	Draft new web content (non-web format)	March 27	RSCG
	Design all social media assets	April 1	RSCG
	Approve new web content	April 8	VDH
	Approve all social media assets	April 13	VDH
	Add approved new content to website and/or new links to Counter Tools Store Mapper	April 24	RSCG
	Review and approve final website revisions	April 29	VDH
	TBD: Web video vignettes with store owners and other advocates	TBD	RSCG
Digital Campaign Planning	Draft social media content calendar	April 1	RSCG
	Refine original social media management strategy based on new crises communication strategy to be developed by VDH Comms and HPDP	April 20	RSCG
	Final set-up of digital ad campaign (Facebook/YouTube)	April 24	RSCG/HMC
	Launch CounterBalance campaign Phase 2	May 5	RSCG/HMC
Coalition Toolkit & Outreach	Determine new materials for toolkit (as part of campaign strategy)	March 20	HMC/RSCG /VDH
	Draft all Toolkit materials	April 1	HMC/RSCG
	Policy Center Training	April 8	VDH
	Review/Approve Materials	April 13	VDH
	Stakeholder Webinar	April 23	HMC
	Disseminate Materials	April 28	HMC
Other Approvals	Division Director update on data and plans	Complete	VDH (SW/RB)
	VTERB Media Committee – Review/Vote on Media Plan	March 10	HMC
	Commissioner update on data and plans	w/o Mar 16	VDH (SW/RB)
	VTERB Board Meeting – Approve Media Plan	April 1	VDH

			(RB)presents
	LAUCH CounterBalance CAMPAIGN PHASE 2	May 5	All