

## **VTERB Media Committee proposal for FY16**

### **New process for strategic vision of marketing**

Media Committee and Board will see an overview of the media/communications plan per program; how it fits into the larger strategy of cessation or prevention and all aspects of promotion, beyond mass media.

### **New process for continuing national campaigns that involve mass media and have been evaluated and proven successful (Tips from Former Smokers)**

Tips ads will be presented to the full Board for a vote on expenditure of funds.

All VDH-related stakeholders will see the ads before the buy is placed (Media Committee, VDH Communications, VDH Commissioners).

### **New process for NEW campaigns that involve mass media (FY16 Second Hand Smoke)**

Media Committee will evaluate plans for new campaigns that involve mass media based upon goals of overall strategy. Media Committee will be provided with a template from the National Social Marketing Centre, which includes research; behavioral theory; methods mix; exchange; audience segmentation; and budget. Once Media Committee has reviewed new plans for media production and approved direction based upon goals and discussion of the template, VDH will be empowered to develop the production. The Media Committee will then review final draft production before sending to the Board for vote. If changes to the final draft are recommended by the media committee, VDH will make appropriate adjustments and send to the Board.

### **New process for CONTINUING local campaigns that involve mass media (if we update VT Quit Partners)**

Media Committee will review plans for updated versions of local campaigns that involve mass media based upon goals of overall strategy and consistency of campaigns that previously occurred. If the direction is similar; if it builds upon already-approved direction, the Media Committee will discuss the concept and determine recommendation to the Board. VDH will be empowered to develop the production. The Media Committee will then review final draft production before sending to the Board for vote. If changes to the final draft are recommended by the media committee, VDH will make appropriate adjustments and send to the Board.

### **New process for CONTINUING local campaigns that no longer involve mass media**

*(For FY16 Down and Dirty and CounterBalance will focus on a digital-only strategy following existing message platforms.)*

The Media Committee will discuss digital tactics and have input into the process in October. Assuming results continue to be promising/evaluations good, VDH will be empowered to develop ongoing digital assets. As this process does not involve a mass media buy, there is no vote.

This process will result in approximately five meetings per year, with one meeting an outcome review for previous calendar year proposed to be conducted jointly with the Evaluation Committee.

FINAL

## **Draft Schedule FY16**

### **August Board – Aug 5**

VTERB reviews this policy

### **End-August Media Committee**

Committee reviews and discusses updated policy  
Overview of FY16 marketing plans; discuss

### **September Board – Sept 2**

VTERB votes on Fall and Jan/Feb Tips media buys

### **Mid-October Media Committee**

Discussion of digital-only tactics for CounterBalance and Down and Dirty. Tyler Janzen, Senior Client Director at Rescue Social Change, will join the meeting. This meeting includes YTD evaluation of both programs and plans for future evaluation.

**December Media Committee** (depending if/when we do new production for Second Hand Smoke; possible that CDC will have an evaluated campaign we can use)  
Review/discuss Second Hand Smoke campaign. Committee provided with background template described above, plans for messages, and potential media buy. Vote on direction.

Jan/Feb

VDH produces SHS campaign

### **Feb 2 or 4, 2016 - Combined Media & Evaluation Committees**

Calendar year 2015 outcomes reviewed & discussed – media vendors attend and present  
Media Committee vote on Second Hand Smoke campaign & media buy

### **March Board – Mar 2**

VTERB votes on SHS campaign & media buy  
VTERB votes on Tips media buy

### **April or May Media Committee**

TBD

Meetings of Media Committee will take place at VDH without vendors present, with two exceptions: Tyler Janzen will join us for the mid-Oct discussion of CounterBalance and Down and Dirty digital tactics; and all media vendors will be present Feb 2 (or 4) for the combined Media & Evaluation Committees 2015 outcome review.