



WHOSE KID IS IT?

DanversCARES Social Marketing Campaign

Logic Model (2010)

STRATEGY	ACTIVITIES	PROCESS MEASURES	OUTCOMES		
			SHORT TERM	INTERMEDIATE	LONG TERM
<p>Whose Kid Is It?</p> <p>Social Marketing Campaign</p>	<p><u>Television & Radio</u></p> <p>1. TV interview/stories</p> <p>2. Cable TV PSA</p> <p>3. Newspaper press release/other articles</p> <p>4. Radio PSA</p> <p><u>Events</u></p> <p>5. Parent Pre-Prom Event</p> <p>6. Youth Night Out Event (MS)</p> <p>7. Skit for parents</p> <p><u>Printed Materials</u></p> <p>8. Postcard to parents</p> <p>9. Banner</p> <p>10. Posters/flyers</p> <p><u>Social Media</u></p> <p>11. DCares website</p> <p>12. DCares blog</p> <p>13. Facebook video PSA</p> <p>14. Twitter</p>	<p>1. # Middle and high school parents/ other adults educated (estimated)</p> <p>2. # Events conducted (media and other)</p> <p>3. # Parents/other adults who viewed campaign</p> <p>4. # Community partners engaged</p> <p>5. # New partnerships created</p> <p>(Social Marketing Tracking Form)</p>	<p><u>Decreases in:</u></p> <p>1. Parent/other adult awareness and “buzz” about campaign and brand messages</p> <p>2. Youth awareness and “buzz” about campaign and brand messages</p> <p><u>Increases in:</u></p> <p>3. Parent knowledge and perception of dangers of youth alcohol use</p> <p>4. Parent disapproval of youth alcohol use</p> <p>5. Parent/child conversations about alcohol use</p> <p>6. Parent monitoring of alcohol in the home</p> <p>(Parent Intercept Survey, Youth Intercept or Online Survey)</p>	<p><u>Decreases in:</u></p> <p>1. Youth access to alcohol at home</p> <p>2. Parent/other adult provision of alcohol to youth</p> <p>3. Community acceptance of youth alcohol use</p> <p>(Community Norms Survey, YRBS)</p>	<p><u>Decrease in:</u></p> <p>30-day use of alcohol among Danvers middle and high school students.</p> <p>(YRBS)</p>