



## All About Campaigns

CSAP campaign strategies are those based on **marketing concepts to influence behavior using planned messaging formats**, consisting of one or more **messages around a specific content area or targeted behavior**. The three main CSAP types are: **(1) Information Dissemination Campaigns; (2) Social Marketing Campaigns, and (3) Social Norms Campaigns**. Let's unpack this a bit...



**Information Dissemination Campaign strategies** aim to raise awareness and knowledge of the nature and extent of substance use, abuse, and addiction, as well as effects on individuals, families, and communities. It is one-way communication from the source to a target audience. Unlike Social Marketing (described below), the information provided does not contain a behavior change request. Examples: "Secondhand smoke is dangerous," or "Did you know teens say it's very easy to get alcohol from friends and family?" This type of campaign is the most common type implemented by CSBs and their partner coalitions.

Many formats are used when implementing information dissemination campaigns, such as:

- Brochures, fact sheets, newsletters, postcards, handouts, rack cards;
- Posters, banners;
- Billboards/Busboards;
- Health fairs, health screenings, resource directories;
- Speaking engagements, community presentations;
- PSA's on TV, radio, print publications.

**Social Marketing Campaign strategies** tell a target population how to adopt and sustain a healthy behavior, or how to change or stop an unhealthy one. These strategies include a specific behavior request as part of the campaign's message is made. Examples: "Lock Up Your Weapons at Home!" or "Break the Connection!"

**Social Norms Campaign strategies** use a variety of methods to correct negative misperceptions (e.g., overestimations of use) and educate the public on what constitutes normative behavior when misperceptions around normative behavior are present.

To enter the correct campaign type into the Plan Channel and determine how to enter data correctly into the Implement Channel in PBPS, it is helpful to consider: **"What is your message, to whom are you directing it (i.e., your target population), and how are you doing so?"** The Master Data Entry Plan has various Campaign options with instructions for each type. OMNI's TA Team will work with you to identify the best campaign to use and provide guidance on entering the implementation data into PBPS.

### News you can use...



#### Reporting demographics for certain environmental strategies

A number of environmental strategies involve distribution of items such as lock and talk devices or drug deactivation packets. When entering an activity, be sure to refine age categories to closely align with the population you are actually targeting (e.g. school-aged children or young adults, etc.). Though the distribution of devices is an environmental strategy that the larger population may benefit from, it is unlikely that those in 0-4 and 5-11 age groups will be using these items.

- If you are targeting a population for which you do not have specific demographic information, use the downloadable demographic calculator. You can filter out 0-4 and 5-11 age groups to better reflect your target population.
- If your CSB decides 0-4 and 5-11 age groups are truly within the target population, you may include demographics for these groups.
- If implementing merchant education strategies, this will typically require the total catchment area to be captured in the demographics. This is the case for Counter Tools. However, for Alcohol or Firearm Merchant Education, you may need to refine the catchment to a sub-population (e.g., a particular locality) if applicable, by using the downloadable demographic calculator.

It is important to closely estimate the demographics of your target population when entering activities in the Implement Channel using the downloadable demographic calculator. If you have any questions on how to use the downloadable demographic calculator, please reference the [FAQs and TA Tips on Calculating Demographic Data](#) resource or contact the OMNI TA Team for assistance.

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## End of Year Data Reminders....

The 2018-19 Block Grant fiscal year is quickly coming to a close on June 30th. To facilitate a timely wrap-up, we want everyone to keep the following dates and deadlines in mind. There will be a lot of focus on data entry over the summer as 2018-19 wraps up, and 2019-20 begins.



- **Sunday, June 30th:** Last day of the 2018-19 fiscal year
- **Monday, July 15th:** All BG data must be recorded in PBPS
- **Tuesday, July 16th - Wednesday, July 31st:** OMNI conducts final review of BG data in PBPS
- Starting **Tuesday, July 16th**, correct any rejected BG activities
- **Thursday, August 1st:** All 2018-19 cohorts and campaigns will be locked; no further revisions or additions will be allowed in the system

OMNI understands that the summer can be a busy time for CSBs. However, we appreciate your prioritizing data entry efforts at the end of the fiscal year. Ensuring that all activities have been recorded accurately, including making corrections to rejected activities, allows not only your CSB, but Virginia as a whole, to tell a more complete story of all of your prevention accomplishments over this year. The data you are entering matters!

**Please reach out to the [OMNI Support team](#) if you have any questions regarding how to enter data for your CSB strategies, or how to make corrections for any rejected activities.** It is better to reach out to OMNI before entering data if you are unsure, to avoid having any errors that would require corrections to a rejected activity.

Information on data entry plans and work for 2019-2020 will be forthcoming. For the time being, we encourage CSBs to prioritize wrapping up 2018-2019 data in PBPS.

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### Quick Links

- [OMNI Support email](#)
- [Virginia Prevention Works Portal](#)
- [Virginia Social Indicator Dashboard](#)
- [CPG's PBPS](#)
- [BG/OPT-R Master Data Entry Plan](#)
- [Data Entry Guidelines](#)
- [Demographics Calculator](#)

### Important Dates

- [June 14th:](#) Complete SOR Logic Models
- [July 15th:](#) All BG data entered in PBPS
- [July 16th:](#) Correct rejected BG activities
- [August 1st:](#) 2018-19 BG strategies locked in PBPS