

# 2024-2027 Template

## Collaborative Impact Project for Small Media Plan



**Purpose of Template:** This template is to assist in planning a small media campaign. Use this tool for oversight of the project and to help guide implementation. Entries must be meaningful and concise. Small Media is an evidence-based intervention (EBI) recommended for increasing cancer screening. Description of EBIs can be found at: <https://www.thecommunityguide.org/topic/cancer>. Some small media includes videos and printed materials such as letters, brochures, and newsletters used to inform and motivate people to be screened for cancer. They provide information tailored to specific individuals or targeted to general audiences.

<b>Name:</b>		<b>Date of Submission:</b> ____/____/____		<b>Amount of Request:</b> \$_____	<i>Non-acceptable expenditures would include equipment or meeting logistics (i.e., food/room)</i>	
<b>Overall Goal of the Small Media Plan:</b>						
<b>Target Audience(s) (define)</b>	<b>What do they care about? (values, vulnerabilities)</b>	<b>What Message(s) are you trying to Communicate?</b>	<b>What might be good images or spokespeople?</b>	<b>Best type(s) of Media to use for this target audience?</b>	<b>Estimated Budget</b>	
				<input type="checkbox"/> Print <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Social Media <input type="checkbox"/> Billboard <input type="checkbox"/> Publications/journal articles <input type="checkbox"/> Other _____		
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<b>Evaluation / Reach &amp; Impact Report: (due 30 days after completion of project)</b> <i>The narrative report needs to include:</i> <ul style="list-style-type: none"> <li>• Number of Nebraskans reached as a result of the project</li> <li>• Demographics of population served</li> <li>• Collaborative efforts enhanced by the project; how will you retain partners</li> <li>• Sustainable activities that are planned to continue as a result of the project</li> <li>• Budget Expenditures – sufficient to carry out project/unexpected costs</li> </ul> <input type="checkbox"/> Success Story submitted						
<b>Date Narrative Submitted:</b> ____/____/____		<b>Narrative Submitted by:</b>		<input type="checkbox"/> <b>Success Story Submitted</b>	____/____/____	
<b>DHHS Approval</b>	<b>DHHS Response to Small Media Plan Template:</b>					
	<b>Small Media Plan Approved:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No			<b>Reason:</b>		
	<b>DHHS Signature:</b>			<b>Date of Signature:</b> ____/____/____		

## Evidence Based Interventions:

Evidence Based Interventions (EBIs) are utilized throughout the Women’s and Men’s Health Screening Programs as a way to increase screening among all women and men in the clinic/health system. EBIs are listed in the Community Guide as “recommended” activities or listed as “insufficient evidence”. The Community Guide recommends use of interventions from multiple approaches as an effective strategy to increase cancer screening. Research shows that combining EBIs from approaches that increase client demand with those that increase provider delivery or combining EBIs from all three approaches (increasing client demand, increasing client access, and increase provider delivery) resulted in significant increase in screening among the community compared to the implementation of a single EBI.

The descriptions of EBIs recommended for increasing cancer screening can be found at <https://www.thecommunityguide.org/topic/cancer>.

### EBIs include the following:

- Client Reminders
- Group Education
- One-on-One Education
- **Small Media**
- Reducing Structural Barriers
- Reducing Out-of-Pocket Costs
- Provider Assessment and Feedback
- Provider Reminder/Recall Systems
- Engaging Community Health Workers

### Small Media

Small media include videos and printed materials such as letters, brochures, and newsletters. These materials can be used to inform and motivate people to be screened for cancer. They can provide information tailored to specific individuals or targeted to general audiences. Recipients should also consider appropriate adaptations to tailor materials to the population of focus (e.g., using culturally appropriate images, gender inclusive language).

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CDC developed individual logic models for all EBIs, patient navigation, and community outreach for the Breast and Cervical Grant that Every Woman Matters is funded under. An example of the logic model utilizing the Small Media logic model is on the following page.

