**Develop an Education Campaign**

Education campaigns are a series of activities such as paid media on television and radio; YouTube ads, Pandora ads; earned media such as articles and social media such as Facebook and twitter designed to inform and educate the audience about a specific issue. Campaigns vary in complexity depending upon the messages and the amount of time, resources and materials that agency or the coalition have to commit to the effort. The education campaign plan is the major component of the action plan.

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| **Strategies for Creating Effective Education Campaign**   * **Determine the target audience** * **Outline the objectives of the campaign** * **Determine the strategies that will be used for the campaign** * **Develop the messages for the campaign** * **Talk to the audience** * **Be creative** * **Test the campaign materials with the target audience** * **Implement the campaign strategically** * **Evaluate the campaign** |

<http://www.cdc.gov/tobacco/stateandcommunity/counter-marketing/pdfs/chapter1.pdf>

<http://www.cdc.gov/policy/hst/statestrategies/tobacco/>

<http://coas.howard.edu/centeronraceandwealth/news&events/06122013-creating-public-awareness-campaigns-slides.pdf>