Tobacco-Free Parks and Beaches Toolkit
Toolkit #5: Media Plan

Use the following template to develop a media plan that utilizes earned media to disseminate information about secondhand smoke, the environmental and economic impact of smoking in outdoor areas, the impact of tobacco use on children and youth, and the impact on disparately affected populations. A plan that is balanced throughout the year helps to maintain a focus on the issue within the community, and continues to raise awareness through the process of moving toward a tobacco-free park or beach. Examples of possible activities include:

- Hold activities on event days and invite the media to attend. Possible event days to work around include:
  - i. Great American Smokeout: November 1
  - ii. New Years Day: January 1
  - iii. Through With Chew Week: February
  - iv. Kick Butts Day: March
  - v. Earth Day: April
  - vi. World No Tobacco Day: May 31
- Work with partners to submit Letters to the Editor in support of tobacco-free outdoor areas.
- Coordinate with local volunteer groups dedicated to parks and beaches, such as Save the Shoreline, Adopt-a-Beach, etc., to present the bags of cigarette butts picked up during beach clean-up demonstrating the impact smoking has on public beaches. Involve youth and invite the media to attend.
- Apply for local grants to obtain funds to run a paid media campaign (paid newspaper or radio ad) when available.

		Place an "X" in the month(s) in which the activity will occur												
Description of Activity- Include if taking place on/around an event day	**Type(s) of Media (i.e. Letter to the Editor, Public Service Announcement, Press Event, Photo Story, News Release, etc.)**	**Oct '11**	**Nov '11**	**Dec '11**	**Jan '12**	**Feb '12**	**Mar '12**	**Apr '12**	**May '12**	**Jun '12**	**Jul '12**	**Aug '12**	**Sep '12**	**Partner contributions**