**NAME OF PROJECT:**

*(Consider acronym!)*

*\*(BONUS: Only if you have time: Any ideas for what a* ***logo*** *might look like?)*

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| **Planning:**1. **What’s the clinical problem?**
2. **How will you assess the scope of the problem?** *(E.G., what data will you collect? From where?What does it say?)*
3. **What population is affected?** *(be as specific as possible. Age, race, gender, location, setting…)*
 | 1. TOPIC & PROBLEM:
2. ASSESSED WITH:
3. PATIENT POPULATION:
 |
| **Target Audience/Change Sought:**1. **Who are the target clinicians?** *(e.g. primary care, specialty, etc.)*
2. **Where are they**? (rural? Urban? State?)
3. **What do you want them to change?** (BE SPECIFIC!)
 | 1. TARGET CLINICIAN POPULATION:

 1. WHERE?
2. CHANGES SOUGHT:
 |
| **Intervention/Campaign Content:**1. **How will you guide them in making the change(s)?**
* *What key messages will you deliver?*
* *What materials will you show them?*
* *Will there be any complementary interventions?*
 | 1. HOW WILL YOU CHANGE THEIR BEHAVIOR?
* Key messages:
* Materials to support them:
* Any other interventions happening?
* Anything else you want to add?
 |
| **Evaluation and Assessment:**1. **How will you know that your intervention worked?**

(*consider measuring: attitudes, knowledge increase, process changes, alterations in use of treatment, patient changes, sources of data)* | 1. HOW WE’LL PROVE WE SUCCEEDED:
*
*
*
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