

Post Broadcast Discussion for Potential Partners

This worksheet is designed to help guide discussions about CDSMP with stakeholders attending the satellite conference. Planning questions are divided into three sections: I. Getting Started, II. More Detailed Planning, III. Identifying Next Steps. You do not need to get through all of these planning questions today. If you are just beginning to consider CDSMP, starting at Section I (Getting Started) is likely to be most useful to you. If your partnership has already decided to adopt CDSMP, you may choose to begin in Section II, (More Detailed Planning). Regardless of where you begin, don't leave today without spending some time discussing Section III (Next Steps).

I. Getting Started

1. Is there a need for the CDSMP in your community?

A. If yes, how do you know? (Needs assessment? Data documenting need?)

B. If uncertain, what other information do you need to obtain to make this decision?

2. How well does CDSMP fit with the mission of the organizations represented here?

3. Who else do we need at the table (other organizations or stakeholders)?

II. More Detailed Planning

(If time is limited, postpone this section for the future and move directly to Section III)

4. Who should our target audience be?

Which partners have ready-access to target audience members?

5. Where and when should the programs be held?

6. How should we identify and recruit leaders?

7. What strategies should we use to recruit participants to the programs?

- Person to person strategies
- Media placements
- Referral strategies

8. What do we perceive as barriers? Issues to overcome?

9. How should we finance our efforts?

III. Closure Questions for This Meeting—Next Steps

10. What are our next steps? Who will do it?		
Action	Who's Responsible	When
11. How do we organize / coordinate our efforts?		
12. When should we meet again?		