**NAME OF PROJECT:**

*(Consider acronym!)*

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

|  |  |
| --- | --- |
| **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: |