

Coalition Name: Please Type Here
 Date of Review: Please Type Here
 Campaign Name: Please Type Here

**Ohio’s Strategic Prevention Framework – Partnerships for Success (SPF-PFS)
 Media and Social Norms Campaign – Final Campaign Materials Review Rubric
 DRAFT: September 2018**

Directions

1. Please rate the Final Media Campaign using the 0-2 rating system. If you assign a “0” or “1” rating, please provide formative feedback in the comments section.
2. You may prepare an individual rating sheet for discussion with your team. However, only one rating sheet should be turned in per project.

Rating		
Fully Meets	Partially Meets	Does Not Meet
2	1	0

Final Media Campaign

Rating: _____

- | | | |
|--|------------------------------|-----------------------------|
| 1. Is the media campaign free of scare tactics? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Is the media campaign supported by evidence? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Is the media campaign message appropriate? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Does the media campaign use appropriate mediums for message delivery? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Does the media campaign speak to the population of focus and is it culturally sensitive? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Does the media campaign correlate with the shorter-term, mid-term and longer-term outcomes? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

For Media or Social Norms Campaigns focused on Family Communication around Drug Use

- | | | |
|--|------------------------------|-----------------------------|
| 7. Does the campaign address an additional intervening variable to articulate the causal relationship between family communication around drug use and decrease consumption? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|--|------------------------------|-----------------------------|

Comments

Strengths

The SPF-PFS EBP Workgroup would like to commend the coalition on the following:

- Type comments here

Optional Recommendations

The SPF-PFS EBP Workgroup would like to offer the following suggestions for the coalition to consider:

- Type comments here

Required Revisions

The SPF-PFS EBP Workgroup is requiring the following revisions to the Media Campaign Review Form. Each revision must be fully addressed during the revision process.

- [Type comments here](#)

Final Review Summary

- APPROVED. The coalition may proceed with implementation. This media or social norms campaign has been approved by Ohio's SPF-PFS Evidence-Based Practices Workgroup. While there may be suggestions that the coalition may wish to address, no further review is necessary.

- REVISE AND RESUBMIT. The coalition may not proceed with implementation. This media or social media campaign materials review form is being returned to the community coalition for minor revisions. Required revisions are detailed on the final review form. When the coalition is ready, the entire review package should be submitted to: ohioebpworkgroup@gmail.com and CC the coalition's OCAM Coach and OSET Evaluator. The EBP meeting dates and associated submission deadlines are available on the SPF-PFS website.

- DENIED. The coalition may not proceed with implementation. This media or social media campaign materials review form is being returned to the community coalition for major revisions.