

COMMUNITY SOCIAL MARKETING STRATEGY FORM

Focus/Vision (a statement that sets out what your community coalition would like to achieve)		
Audiences (Identify several audiences—groups of people—that you need to engage in order to reduce substance impaired driving among young people in your community)	Goal or key message (What does the particular audience need to know or do?)	Mechanisms or tools (What specific tools or mechanisms will you use to ensure that you reach the audience with the message?)
Young drivers		
Other young people		
Community group 1*		
Community group 2*		
Community group 3*		
Community group 4*		

*Community groups might include any group your coalition identifies as able to either influence the behaviour of young drivers or shape the social, cultural or physical environment in ways that discourage impaired driving.