Strategy Fidelity and Adaptations Worksheet for
Social Marketing and Social Norms Campaigns

CSAP Category = Environmental

Fidelity is the extent to which an evidence-based strategy is delivered in the way it was intended (and tested). Implementing a strategy with fidelity means that it is delivered the same way it was shown to be effective in the past. Strategies will always require some amount of tweaking in order to be a good fit. However, if a strategy must be modified to the point that the strategy is no longer used as designed, it may not be effective. This worksheet can help grantees stay true to an evidence based strategy design during planning and implementation by considering the core components. Core components of media, social marketing, and social norms campaigns are identified below.

Strategy Name:

	Core components to consider	*How have you addressed these elements?*
Initial Planning	1. Behavior or norm to target is identified and clearly supported through data	
	2. A member of the team has received training in Social Marketing / Social Norms Marketing or a key expert is involved	
	3. Target audience has been identified through data	
	4. Logic model created to identify the strategy goal, objective(s) and the results expected	
	5. Step by step action plan created to guide development and implementation	
Formative Research & Strategy Development	6. Formative research with target audience addressing the 4 P's (*Social Marketing only*)	
	7. Target audience participation in the design and development of the message	
	8. Research done to determine appropriate frequency of exposure for target audience	
Pre-testing	9. Pre-testing done to test the target audience response to the message, materials, media channels, and the messenger	
Implementation & evaluation	10. Campaign uses multiple channels appropriate for the target audience (mail, social media, radio, tv, in-person, web, posters, etc.)	
	11. Collaboration with an evaluator(s) to develop and implement an evaluation plan	
	12. Evaluation includes process measures to identify mid-course revisions (if needed) and outcome measures to determine campaign effectiveness	