

# National Native HIV/AIDS Awareness Day

## EXAMPLES OF MEDIA SOCIAL MARKETING PLANS

<u>Goal</u>	<u>Audience</u>	<u>Display Site</u>	<u>Examples of Activities</u>	<u>Materials Needed</u>
<b>Targeting Individuals</b>				
Raise Awareness and Increase Interest in HIV/AIDS	Youth, Adults, Elders	Community Centers, Newspapers, Internet, Radio Stations	Health Fair	Press Releases, Fliers, Brochures, Posters, Incentives
<b>Targeting Groups</b>				
Promote Testing for HIV/AIDS	Basketball Teams, High School Students	Health Clinics, Hospitals, Newspapers, High Schools, Youth Groups, Indian Education	Testing Day, Basketball Tournaments	Fact Sheets, Videos, Pamphlets, Fliers
<b>Targeting the Community</b>				
Promote National Native HIV/AIDS Awareness Day	Youths, Adults, Elders, and Health Care Professionals, Educators	Radio Stations	Run PSA about NNHAAD	Supportive and Knowledgeable People
<b>Targeting Beyond the Community</b>				
Raise Awareness and Increase Interest in HIV/AIDS	Virtually Unlimited Audience	Web Sites	Fliers, Build a Web Page Dedicated to Awareness Day, Links to HIV Resources	Internet, Web Sites

