

**Telling Our Stories: Developing effective public awareness and outreach materials
Project Work plan**

Describe the piece you want to create:

Understanding the issues	Incorporating local perspectives	Designing your message	Being visual, capturing attention	Production and distribution
<ul style="list-style-type: none"> • What issues/topic will you address? • What are the prevalent attitudes that need to be changed? • What are the supporting beliefs/values you can draw from? 	<ul style="list-style-type: none"> • What do you know about the issue in the community? • Where else can you get accurate information? Who else should you be talking to? • How will you bring in women’s experiences to inform what you know? 	<ul style="list-style-type: none"> • What core values and language should be included in the message? • What is the tone you want to communicate? 	<ul style="list-style-type: none"> • Colors, textures, graphics, paper, etc. • Describe the vision you have for your piece 	<ul style="list-style-type: none"> • Quantity • Quality • Resources <p>What is your production plan? Where will you print/copy your product? What materials will you use?</p> <p><u>Distribution strategy</u></p> <ul style="list-style-type: none"> • Where will you distribute your materials? How will this happen?

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Timeline	Timeline	Timeline	Timeline	Timeline
Who responsible	Who responsible	Who responsible	Who responsible	Who responsible

Notes: