

<b>SCPPH HPV/Cancer Prevention</b>									
<b>Social Marketing Campaign Components</b>									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<i>re-convene Advisory Committee</i>									
(1) Access Mapping									
(2) Health Communications & Outreach									
planning & strategy development									
message development - formative research									
engage marketing firm				■■■■					
message modification & pretesting of materials									
production of materials									
NC Immunization Branch - Tdap education									
dissemination/ implementation							pilot in 4 counties		
(3) Client reminder system - Health Check		explore			planning			pilot in 3 counties	
(4) Education for clinical practices					planning		pilot in 4 counties		
(5) HPV vaccine drive - PLANNING ONLY		explore					planning in 2 counties		