



<b>Messaging Plan for the Pontotoc County Drug Free Coalition</b> Ada, OK March 30, 2015	
<b>Program Summary:</b>	<p>The mission of the PCDFC is “United to reduce substance abuse by using proactive strategies to empower our community”.</p> <p>The coalition meets the first Tuesday of each month from 11:30-1:00 at the Pontotoc County Health Department. Community partners include but are not limited to: parents; youth; businesses, such as local banks; media outlets; county school districts; juvenile services and other youth serving organizations; law enforcement; churches; healthcare professionals; governmental and tribal offices; local court representatives; organizations focused on mental and behavioral health, as well as substance abuse prevention &amp; treatment; and other community members &amp; volunteers.</p>
<b>Program Messaging:</b>	<p>PCDFC uses the following messaging guide. The purpose of this messaging guide is to create a consistent message about PCDFC. The guide can assist in developing promotional messaging, promotional products, press releases, documentation, etc. to ensure consistent messaging. It is important to remember that the guide is just a guide and can be shortened and elaborated on as needed for the appropriate function.</p> <p>Examples of use include:</p> <ul style="list-style-type: none"> <li>• copy for a brochure or flyer</li> <li>• boiler plate for press releases</li> <li>• assisting coalition members with how to describe the work of the coalition</li> <li>• quick copy to share with media outlets upon request</li> <li>• quick copy to include in letters of support for partners</li> <li>• new volunteer/staff orientation</li> </ul> <p><b>Mission:</b> United to reduce substance abuse by using proactive strategies to empower our community.</p> <p><b>Vision:</b> A safe and healthy community free of substance abuse.</p> <p>PCDFC aims to meet this vision by engaging in individual and environmental strategies to reduce key issues in our county,</p>



	<p>including but not limited to, prescription drug abuse with adults, tobacco use with all citizens, and alcohol, marijuana &amp; prescription drug abuse with youth. Strategies include providing information, enhancing skills, providing support, reducing access/enhancing barriers, changing consequences, changing physical design, and modifying/changing policies. These strategies will benefit everyone in the community by promoting health, wellness and safety.</p> <p><b>Tagline:</b> United to Reduce Substance Abuse!</p> <p><b>Values:</b></p> <ul style="list-style-type: none"> <li>• <b>Proactive:</b> Providing relevant, pertinent, and quality information to educate the community on prevention and recovery strategies and to promote effective policy change.</li> <li>• <b>United:</b> Working together to make a difference and reduce substance abuse and addiction in our community.</li> <li>• <b>Diverse:</b> Recognizing the importance of awareness, respect, and sensitivity to diversity within the community.</li> <li>• <b>Empowered:</b> Empowering people with the knowledge and tools to address substance abuse issues affecting individuals, families, and businesses within Pontotoc County.</li> </ul> <p><b>Messaging:</b></p> <p>5 Words: United to empower the community to reduce substance abuse.</p> <p>10 Words: United to reduce substance abuse within our community by sustaining a healthy environment.</p> <p>15 Words: United to reduce substance abuse by using proactive strategies to empower our community to sustain a healthy environment.</p> <p>25 Words: PCDFC is united to reduce substance abuse by using proactive strategies to empower our community to sustain a healthy environment through education, awareness and policy advocacy.</p> <p>50 Words: <i>Pontotoc County Drug Free Coalition (PCDFC)</i> is united to reduce substance abuse. Through the use of proactive strategies, we empower our community to sustain a healthy environment through education, awareness and policy advocacy.</p>
--	--



	<p><b>Boiler Plate:</b>  <i>Pontotoc County Drug Free Coalition (PCDFC)</i> is united to reduce substance abuse. Through the use of proactive strategies, we empower our diverse community to sustain a healthy environment through education, awareness and policy advocacy. For more information or media inquiries, contact the Coalition via email at <a href="mailto:media@pcdfc.org">media@pcdfc.org</a> or by phone at 580-559-5990. Visit <a href="http://www.pcdfc.org">www.pcdfc.org</a> for more information.</p>
<p><b>Logo:</b></p>	<div data-bbox="743 625 1240 842" data-label="Image"> </div> <p>The above logo is the official logo of the PCDFC. Any alteration of the logo must be approved by the Executive Committee of the Coalition. Approval must also be obtained to utilize the logo in any publication or on any item not previously approved by the Coalition. Below are approved variations of the PCDFC logo with the website &amp; tagline.</p> <div data-bbox="587 1182 930 1352" data-label="Image"> </div> <div data-bbox="1065 1171 1408 1352" data-label="Image"> </div>
<p><b>Media Advocacy Committee:</b></p>	<p>The role of the media advocacy chair is to coordinate the work of the Media Advocacy Committee whose mission will be: to maintain records pertaining to all activities of the Coalition; to develop, create, and disseminate information pertinent to the Coalition and its goals; ensure media coverage of designated Coalition activities and events; and report Media Advocacy Committee strategies at all Executive Committee and Coalition meetings, provide the Secretary with current committee membership roster, and provide the Second Chair with identified committee projects and their associated funding needs.</p>
<p><b>Messaging Approval &amp; Coalition Spokespersons:</b></p>	<p>Prior to distribution, media messages, publications, newsletters, brochures, flyers, etc. are reviewed and approved by the Media Advocacy Committee and/or the Executive Committee of the Coalition. Website updates (i.e. upcoming events, meeting minutes,</p>



	<p>etc) are completed on a regular basis. However, any design changes or other major changes are first reviewed and approved by the aforementioned committees.</p> <p>Any official media requests, communications, marketing or advertisements are to be performed by the Media Advocacy Chair or person(s) designated by the Executive Committee.</p>
--	--