

# Goals and Objectives

UA coalition can obtain buy-in for an event’s goals, objectives and timing once the planning team is assembled. The chart below provides sample goals, and we’ve left room for you to add your own. Take a look at the first goal—we’ve provided an example of this chart in action.

THE GOAL OF THIS EVENT IS TO:	OBJECTIVE—HOW THE GOAL WILL BE ACCOMPLISHED	TIMING
<b>RAISE AWARENESS AMONG THE GENERAL POPULATION</b>	<ul style="list-style-type: none"> <li>• Walk-a-thon against Rx Abuse</li> <li>• Rx abuse prevention concert</li> <li>• Wall of memory</li> <li>• Town hall meeting</li> <li>• Drug take-back event</li> <li>• Family or community health fair</li> <li>• Press conference</li> <li>• Hospital open house</li> </ul>	<ul style="list-style-type: none"> <li>• Event should be held to mark a specific time during the school year—in the fall, near prom time, etc.—to ensure student and educator participation</li> <li>• Launch the event before the winter holidays in connection with drunk and drugged driving</li> <li>• Consider launching during National Medicine Abuse Awareness Month in October.</li> </ul>
<b>ENGAGE TARGET AUDIENCES:</b> Parents, pharmacists, doctors, veterinarians, hospitals/clinics, pharmaceutical companies, politicians, law enforcement, realtors, senior communities, educators, teens, young adults		
<b>PROMOTE A PARTICULAR ACTIVITY</b>		
<b>PROMOTE THE PASSAGE OF SPECIFIC LEGISLATION</b>		
<b>PROMOTE THE LAUNCH OF A NEW INITIATIVE</b>		
<b>RECOGNIZE THE VALUE OF TREATMENT AND PREVENTION WORKING TOGETHER TO ADDRESS RX ABUSE</b>		
<b>ACKNOWLEDGE THE EXISTENCE OF A NEWLY-FORMED PARTNERSHIP THAT WILL EFFECTIVELY ADDRESS COMMUNITY RX ABUSE</b>		
<b>GOAL:</b>		
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