



Communication Plan



Club	Automobile Club d'Italia (ACI) (*)	
Project	NO DROWSY DRIVING	
Start date	January 2014	
End date	December 2014	

Target Group list:

- 1 Users / Drivers**
- 2 Police**
- 3 Decision makers**

List of tools:

- A Leaflets**
- B Educational Videos**
- C Internet & socialnet**
- D Radio & TV**
- E Newspapers and magazines**
- F Guidelines**
- G Workshop / meeting**

Target Group	Tool of choice
1 Users / Drivers	A Leaflets B Educational Videos C Internet & socialnet D Radio & TV E Newspapers and magazines G Workshop / meeting
2 Police	F Guidelines
3 Decision makers	A Leaflets C Internet & socialnet D Radio & TV E Newspapers and magazines



Tool	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
A									X	X		X
B									X	X		X
C					X	X	X	X	X	X	X	X
D					X	X	X	X	X	X	X	X
E					X	X	X	X	X	X	X	X
F												X
G				X					X	X		X

Expected impact on different target groups:

1 - Users / Drivers:

- ✓ National level: 500.000 contacts
- ✓ Local level: from 50 to 100 screening for each local event

2 - Police:

- ✓ National level: National Police forces (Polizia Stradale, Carabinieri)
- ✓ Local level: Municipal Police in the six provinces where communication events will take place

3 - Decision makers:

- ✓ National level: Technical commissions of the Ministry of Infrastructures and Transport
- ✓ Local level: Technical Offices of local governments involved in mobility management (Regions, Provinces and Municipalities)

Number of tools:

A Leaflets:

1 leaflet downloadable from internet and printed in 30,000 copies for the events

B Educational Videos:

1 video downloadable from internet

C Internet & social networks:

6 million contacts

D Radio & TV:

1 radio and 1 TV nationwide channel

6 local radios and 6 TV local channels

E Newspapers and magazines:

2 nationwide and 9 local newspapers

2 nationwide and 6 local magazines

F Guidelines:

1 guideline downloadable from internet

G Workshop / meeting:

2 nationwide ones

6 local ones



(*)

- ✓ Automobile Club d'Italia
- ✓ Provincial Automobile Clubs (Automobile Club d'Italia is a Federation of 107 Automobile Clubs)
- ✓ Organisations participating in the project on "Drowsiness and Safety in OSAS Patients" (TTI):
 - Interdisciplinary Association of Respiratory System Medicine (AIMAR)
 - Italian Association of Sleep Disorders Medicine (AIMS)
 - Medical Examiners of Public Local Sanitary Units Coordination (COMLAS)
 - Italian Society of General Medicine (SIMG)
 - Italian Society of Occupational Medicine and Industrial Hygiene (SIMLII)
 - Italian Society of Sleep Disorders Dental Medicine (SIMSO)
 - Italian Society of Neurology (SIN)
 - Italian Society of Otolaryngology (SIO)
 - Medical Units of the Italian Railways (RFI)

The **Communication Plan** identifies the project's strategy to target the audience and the means to reach it. It helps you organise your work, liaise with press and communication and measure the expected impact on different target groups. Each month or project phase envisages different **communication tools** (i.e. internet ads, tv ads, press coverage, leaflets, etc) that will be used in the various implementation phases.

Target Group - who you intend to communicate to with your project.