



## ■ Chapter 6 Checklist: Marketing

Answering these questions will help stakeholders assess their SHSP marketing processes and identify opportunities for improvement.

- Has your State developed a marketing plan?
- What agencies are involved?
- What groups are targeted in the marketing plan?
- Has your State developed a specific branding for the SHSP?
- Have marketing and communications materials been developed?
- Does your State have an SHSP Web site; is the number of hits tracked?
- What outreach activities have been conducted to gain more interest and support for the SHSP?
- Has the State held any news media events related to the SHSP?
- Does your State conduct safety summits?