



**Step 2: Set a date and the way that you will meet again:**

Next meeting date/time is: \_\_\_\_\_

We will meet using: \_\_\_\_\_

- Have the leader sign up on doodle if you want to use the Zoom Disease Detectives classroom (Facetime and Google hangout are also options). Links are on the Disease Detective website to do this.

**Step 3: Choose a behavioral topic:**

- Touching face, eyes, nose or mouth
- Quarantine practices
- Face masks
- Physical distancing
- Wash hands
- Clean & disinfect
- Cover your cough and sneezes
- Fresh air and outside

**Step 4: Choose your main message:**

- What connection to 4-H can you make?
- What do you want to say about the problem? (e.g., How big is the problem? What is the risk? What is a solution to the problem?)
- What action/behavior do you want your audience to take?

**Step 5: Choose your style of education material:**

- video
- song
- handout/flyer
- sign/poster
- meme
- social media banner
- instructional sheet

**Step 6: Choose your social marketing approach:**

- motivate (will it make you a better person? happier? more helpful?)  
\_\_\_\_\_
- change attitudes (can you convince them it is cool? important? kind?)  
\_\_\_\_\_
- educate (what do they need to know?)  
\_\_\_\_\_
- enforce policy (what reminder do they need to follow the rules?)  
\_\_\_\_\_
- influence with peer pressure (how can you convince them everyone else is doing it?)  
\_\_\_\_\_
- overcome barriers (is there a reason they cannot or will not do this behavior? How can you eliminate that reason?)  
\_\_\_\_\_