

CVD Clinical Box 7 Completion Plans:

MARKETING CAMPAIGN

ACTION ITEM	ASSIGNEE	DUE	STATUS
Create RFP for marketing agencies to respond to	Clinical CVD Workgroup	Dec 2018	
Send out RFP	Rebeckah	Dec 2018	
Review RFP & select Awardee	Clinical CVD Workgroup	Feb 2019	
Provide T.A. to media awardee for messaging/development	Clinical CVD Workgroup	Jun 2019	
Launch Campaign	Marketing Firm	Jun 2019	

CLINICAL CHAMPION PRESENTATIONS

ACTION ITEM	ASSIGNEE	DUE	STATUS
Create/Refine general population presentation	Dr. Mark Backus	Nov 2018	
Apply for 2019-2020 funds	Dr. Backus / COIPA	Jan 2019	
Begin scheduling talks to providers & general populations	Dr. Backus / COIPA	Feb 2019	
Report on progress to workgroup	Dr. Backus / COIPA	May 2019	