



Strategy Building for Statewide Initiatives

Objective: Build a strategy for one or more of the statewide initiatives: Virginia Screen Free Week, Commonwealth Day of Play, or Social Media Opt Out Day

Instructions:

- Divide into groups of 6-8. Groups will be assigned to one of the three statewide initiatives.
- Brainstorm & Develop Your Idea – Answer the following questions as a group
- Prepare a 1-minute pitch

What's the substance of the activity/campaign?

Who is the target audience? (Families, schools, workplaces, youth groups, etc.)

How can it be promoted? (Be specific—community events, social media, local organizations, contests, partnerships, etc.)