## Sample Diffusion of Innovation Plan

### Table 1. Strategies to Engage P4 Campaign Stakeholders by Adopter Category

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>Performance Objectives</th>
<th>Adopter Category</th>
<th>Possibilities (P) and Barriers (B) to Adoption</th>
<th>Engagement Strategy</th>
</tr>
</thead>
</table>
| Board of School Directors | • Provide visible leadership  
• Provide financial support  
• Attend campaign events  
• Allow LYFT time to update at monthly attend Board meetings | Early adopter | P: Existing commitment to positive youth development, desire to be leaders in Bucks, existing relationship/trust with LYFT, shared vision for healthy teens  
B: Competing priorities, limited funds, lack of awareness re: these campaigns | Present campaign overview at Board meeting; create a sense of urgency; highlight common vision; appeal to their existing commitment to developmental assets and character education; convey how this effort will position Pennsbury as a leader in Bucks County; provide regular updates at monthly Board meetings |
| Superintendent and administrative leadership staff | • Provide visible leadership  
• Attend campaign events  
• Provide administrative assistance on key activities (e.g., mass mailings) | Early adopter | P: Existing commitment to positive youth development, desire to be leaders in Bucks, existing relationship/trust with LYFT, shared vision for healthy teens  
B: Competing priorities, overburdened staff | Present campaign overview at administrative staff meeting; create a sense of urgency; highlight common vision; appeal to their existing commitment to developmental assets and character education; convey how this effort will position Pennsbury as a leader in Bucks County; provide regular updates via monthly reports |
| Parent-Teacher Organization | • Assign a liaison to join the LYFT subcommittee and report back at monthly PTO meetings  
• Provide visible leadership  
• Attend campaign events  
• Recruit volunteers  
• Sponsor an expert lecture event | Early majority | P: Existing commitment to positive youth development, desire to be good parents, desire to be leaders in the community  
B: Lack of familiarity with these types of campaigns, denial (possibly) re: scope of problem, limited time | Present campaign overview at PTO meeting; create a sense of urgency; appeal to their desire to be good parents and leaders in the community; describe success of similar national efforts; ensure that liaison has a favorable experience on LYFT subcommittee |
| LYFT subcommittee of parents and teens | • Attend meetings  
• Provide feedback on campaign  
• Attend campaign events  
• Recruit volunteers  
• Provide visible leadership | Early adopter | P: Existing commitment to LYFT, desire to be good parents, desire to meaningfully contribute, desire to build resume experience (teens)  
B: Limited time, preference for other tasks | Present campaign overview at LYFT meeting; appeal to their desire to do new and creative work; lead subcommittee with inspiration and trust; foster sense of ownership and commitment |
| Principals and Teachers | • Provide visible leadership  
• Attend campaign events  
• Communicate key messages at school events and during personal communications | Early adopter | P: Existing commitment to positive youth development, shared vision for healthy teens  
B: Competing priorities, overburdened, “this is another directive from leadership taking me away from my core duties” | Present campaign overview at faculty meetings; create a sense of urgency; appeal to their existing commitment to developmental assets and character education; convey how this effort will position Pennsbury as a leader in Bucks County; provide regular updates via monthly reports |
|---|---|---|---|---|
| The Council’s Prevention Specialist | • Provide expert consultation  
• Respond to advice column questions | Innovator | P: Existing commitment to positive youth development, desire to be a leader in alcohol prevention, existing relationship/trust with LYFT, shared vision for healthy teens  
B: Resentment that this was not her idea | Appeal to shared vision; convey that this effort is cutting-edge and position her as a leader in alcohol prevention; convey that it is in her best interest to be involved from the beginning given that she will lead the effort during expansion; invite her to provide input at all stages; regularly communicate her value as an expert |
| Volunteers | • Distribute materials  
• Staff tabling events  
• Provide testimonials/modeling stories | Early majority | P: Value for community engagement and volunteerism, shared vision for healthy teens, desire to be inspirational  
B: Limited time, lack of awareness re: scope of problem and intervention’s potential value | Appeal to their desire to improve the health and well-being of their children, school, and community; appeal to their |
| Community leaders, business owners, clergy and faith leaders | • Provide in-kind support  
• Provide financial support  
• Provide access to post materials | Late majority | P: Shared vision for safe community, desire to promote their organizations  
B: Competing priorities, limited time, lack of awareness re: scope of problem, and intervention’s potential value, limited funds | Appeal to their desire to contribute meaningfully to the well-being of their community; appeal to their desire to promote their organizations |
| Parents (users) | • Visit webpage  
• Read campaign materials | Late majority/ laggard | P: Desire to be good parents, channel matches their preferences (internet-savvy), participation is easy and non-committal  
B: Denial and perceived lack of personal relevance (“not my kid”), lack of awareness re: scope of problem and important role of parents, limited time | Raise awareness of campaign at various meetings, events, and in print (refer to Timeline of P4 activities); create a sense of urgency; appeal to their desire to be good parents and protect their teens; use empathy to recognize that many parents want to do a good job but don’t have the tools to do so; convince them that visiting the website can meet this need; generate interest in visiting the website by making it appealing (see promotion strategy), and invite them to give it a try with no commitment |