



HRSA StopBullying.gov Content Development Plan

Final Draft

December 19, 2022

Overview

- **Content Plan Deliverables**
From SOW
- **Creative Briefs**
For 5 pieces of content
- **Project Management Plan**
With proposed work plan
- **Approval Processes**
For 5 pieces of content
- **Next Steps**
To approve content development plan

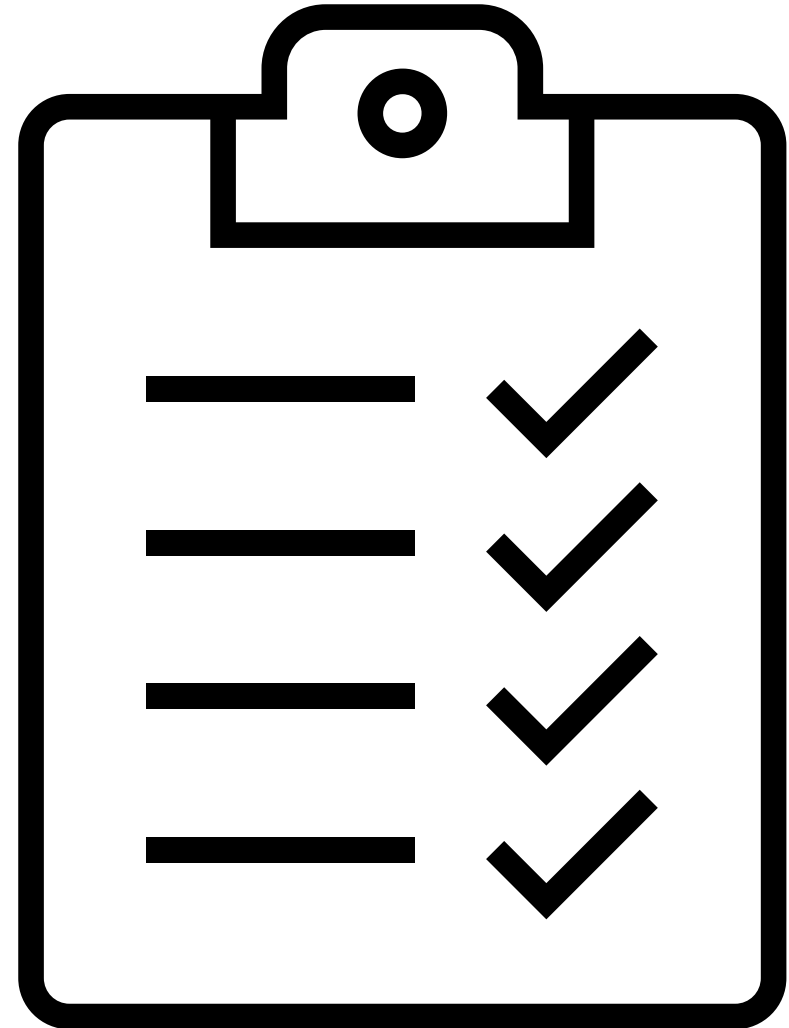


Content Plan Deliverables

Content Plan Deliverables

Task 3.1

- Draft a plan for the development of new content for www.stopbullying.gov
- The web content should include **5 pieces of new content including at least one infographic and one video**. Other possible types of content include webinars, blogs, and tools or templates for communication to stakeholders.
- Submit for review the draft content plan to the COR and Editorial Board for Stopbullying.gov.
- Collaborate with other contractors and/or grantees when planning for and developing new content to assure alignment across products while also preventing duplication.



Creative Brief

Overall Audience and Goals for Content

Creating Tools and Resources for Parents

- Since Red Carrot began our partnership with Stopbullying in 2021, we have noticed a lot of engagement from parents who are looking for resources and support.
 - We have also noticed that comprehensive resources are popular with audiences.
- We want to create materials that provide a one-stop-shop of information for parents who want to know what they should do if their child is bullied or cyberbullied.
- Our vision is that these materials could be shared online, on social platforms, at PTA meetings, by guidance counselors, and from other trusted sources.

Content: Infographics

Topic	Description	Audience	Design	Suggested Source
Kindness Works!	Update the Kindness Works - Stop Bullying Infographic using primary data from Being Kind Helps Prevent Bullying StopBullying.gov .	Students	<p>The goal would be to create content that is eye-catching and informative when displayed in a classroom, a counselor's office, a pediatrician's office, or other spaces that provide education, programming, and treatment to youth.</p> <p>Specifications: 5.2 x 21.25 posters, designed to be easily printed and displayed.</p>	Being Kind Helps Prevent Bullying StopBullying.gov

Content: Video

Topic	Description	Audience	Design	Suggested Sources
<p>How parents can use Stopbullying.gov to help find methods and resources for addressing, reporting, and preventing cyberbullying.</p>	<p>This video would show how parents can use Stopbullying.gov to find resources to help them recognize, address, and report bullying and cyberbullying situations that involve their kids.</p> <p>The goal would be to show how parents should think of Stopbullying.gov as a primary resource for bullying prevention help.</p>	<p>Primary: parents</p> <p>Secondary: other caregivers or trusted adults.</p>	<p>Red Carrot proposes a 29 second animated video, directed at parents, designed to be playable in social media feeds and shared as an Instagram reel.</p> <p>The video would feature anthropomorphic communication devices (cell phone, iPad) as a parent and their child who comes to them about a cyberbullying situation.</p> <p>The video will depict the appropriate way in which a parent should have this type of conversation about cyberbullying with their child.</p> <p>We will follow Stopbullying's Media Guidelines for Bullying Prevention</p>	<ul style="list-style-type: none">• StopBullying.gov• Report Cyberbullying StopBullying.gov• Prevent Cyberbullying StopBullying.gov• Digital Awareness for Parents StopBullying.gov

Content: Tools and Templates for Communication

Topic	Description	Audience	Design	Suggested Sources
Comprehensive guide for English-speaking parents on how to determine if their child is being bullied or cyberbullied, and how to respond.	<p>In English: The content will provide the most up to date list of resources for parents of children experiencing bullying and cyberbullying</p> <ul style="list-style-type: none"> • Very brief summary of how to identify bullying and cyberbullying (2-3 sentences) • Where and how to report bullying • Where and how to report cyberbullying 	English speaking parents, teachers, other school staff, pediatricians, and other trusted adults.	<p>The goal would be to create content that is eye-catching and informative when passed out in a parent meeting or available as a handout in a doctor's office, YMCA, etc.</p> <p>Specifications: Letter (8.5 x 11.0 in) PDF that is easily printable from the StopBullying.gov website.</p>	<ul style="list-style-type: none"> • What You Can Do StopBullying.gov • Respond to Bullying StopBullying.gov • Report Cyberbullying StopBullying.gov • Get Help Now StopBullying.gov
Comprehensive guide for Spanish-speaking parents on how to determine if their child is being bullied or cyberbullied, and how to respond.	<p>In Spanish: The content will provide the most up to date list of resources for parents of children experiencing bullying and cyberbullying</p> <ul style="list-style-type: none"> • Very brief summary of how to identify bullying and cyberbullying (2-3 sentences) • Where and how to report bullying • Where and how to report cyberbullying 	Spanish speaking parents, teachers, other school staff, pediatricians, and other trusted adults.	<p>The goal would be to create content that is eye-catching and informative when passed out in a parent meeting or available as a handout in a doctor's office, YMCA, etc.</p> <p>Specifications: Letter (8.5 x 11.0 in) PDF that is easily printable from the StopBullying.gov website.</p>	<ul style="list-style-type: none"> • What You Can Do StopBullying.gov • Respond to Bullying StopBullying.gov • Report Cyberbullying StopBullying.gov • Get Help Now StopBullying.gov

Content: Blog Post

Topic	Audience	Suggested Sources
<p>This blog post would be written to inspire audiences to find creative ways to prevent and address bullying in their own communities by summarizing successful initiatives from across the country.</p> <p>The blog post would feature 3-5 examples.</p> <p>The blog post would end with a call to action to encourage audiences to design and implement similar programs in their own communities.</p>	<p>Trusted adults; parents, teachers and other school staff, coaches, faith leaders, health practitioners, etc.</p>	<ol style="list-style-type: none">1. Chiles Elementary Student Honored For Efforts To Stop Bullying Tampa, FL Patch2. Salina fifth graders take stand against bullying, ask city commission to do same (salinapost.com)3. 'The little kids look up to us' Richfield 5th graders share bullying prevention message (msn.com)4. Southwest Junior High students march to fight against bullying in the area – KYMA5. Order Bullying Prevention Bookmarks - National Bullying Prevention Center (pacer.org)

Project Management Plan

Content Development Management Process

Phase 1: Project Initiation



Project Manager Initiates Job

Develops creative brief with messaging goals, style guides, and content specifications.



Designer/Writer/Videographer

Develops draft or concept

Phase 2: Project Implementation



Project Manager

Seeks feedback on drafts or concepts from client



Designer/Writer/Videographer

Finalizes draft or design based on client feedback

Phase 3: Project Execution



Project Manager

Resubmits final version of content to client for final approval



Designer/Writer/Videographer

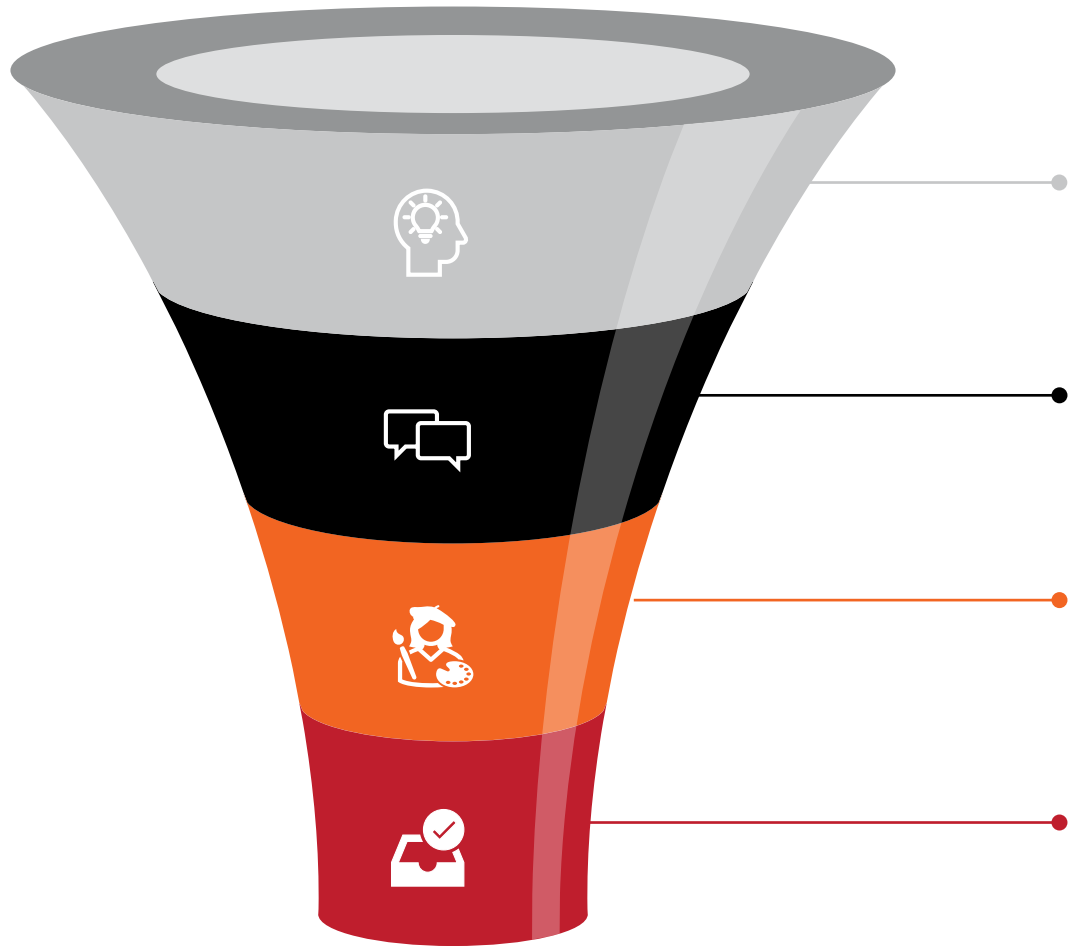
Exports final deliverables according to client specifications.

Proposed Work Plan

Date	Content Type	Task	Qty
1/5/23	Tools and Templates for Communication	Red Carrot presents drafts to COR	2
1/19/23	Tools and Templates for Communication	Ed Board finalizes feedback on 2 drafts	2
2/2/23	Tools and Templates for Communication	Red Carrot submits final drafts and COR approves	2
2/16/23	Blog Post	Red Carrot presents draft to COR	1
3/2/23	Blog Post	Ed Board finalizes feedback on draft	1
3/16/23	Blog Post	Red Carrot submits final draft and COR approves	1
3/30/23	Infographic	Red Carrot presents draft to COR	1
4/13/23	Infographic	Ed Board finalizes feedback on draft	1
4/27/23	Infographic	Red Carrot submits final drafts and COR approves	1
5/11/23	Video	Red Carrot submits scripts for video	1
5/25/23	Video	Ed Board finalizes feedback on script	1
6/22/23	Video	Red Carrot submits rough cut for review	1
7/6/23	Video	Ed Board finalizes feedback on rough cut	1
7/20/23	Video	Red Carrot incorporates feedback into a final cut that is submitted to the COR for approval	1

Approval Processes

Process for Reviewing Content



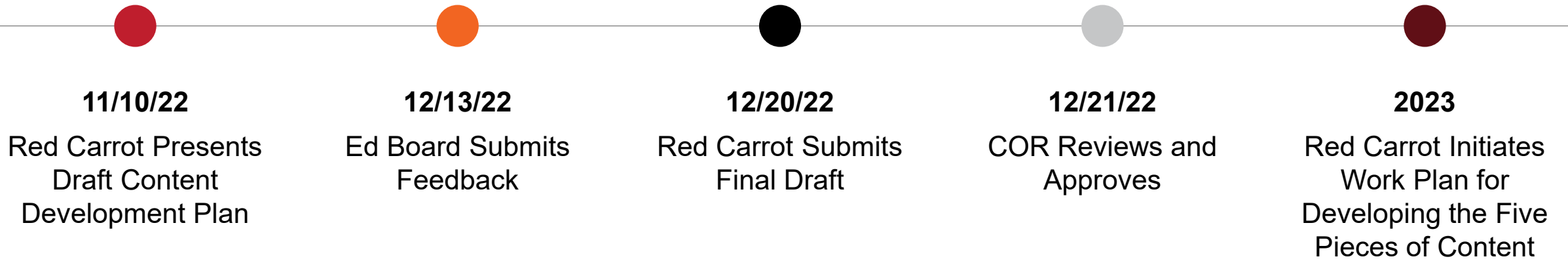
Red Carrot develops a concept for each piece of to the COR for the Stopbullying.gov ED Board to review.

The COR (Maureen Perkins) and Ed Board review content and submit final feedback to Red Carrot.

Red Carrot incorporates all feedback into a final draft that is submitted to the COR.

COR approves final draft. Red Carrot submits the final deliverables in formats specified by HRSA.

Next Steps



Thank You!

