

Target Audience	Key Message(s)	Channel/Route	Deliverable/Product	Timeline	Action Organization	Metric	Notes
VA facilities users	Program description, eligibility, how to file, history	Physical distribution to VA facilities, NTPR, NAAV	Information Brochure	15 Dec '10 (review), 15 Aug '11 (distribution) COMPLETE	Sloane (VHA) lead, Benson (VA-HQ (PA)) support	Number of brochures distributed	Distribution at March 2012 VBDR Meeting
AVs, relatives, web surfers	(same)	Internet	"Grabber" website	15 Apr '12	(VHA), Benson (VA-HQ (PA)) and Flohr (VBA) meeting	hits	Clear branding, simple language, direction to filing
AVs, relatives, web surfers	(same)	Internet	Wikipedia article upgrade + links	15 Jan '12 COMPLETE	Benson (VA-HQ (PA))	hits	
AVs, relatives, web surfers	(same)	Internet	VBDR website, revised	10 Feb '11 COMPLETE	Gangi/Sanchez (ARA)	hits	VBDR Centric and easy to search
Veteran Organizations (e.g., "Big 6" of the 30+)	(same)	Publications, websites, meetings, post commanders	Article, brochure(s), posters, display, letter to Post Commander	15 Apr '12	Benson (VA-HQ (PA)); Cole (DTRA) (support)	Response to VARO (MS)	
VA Pub readers & DTRA Pub readers	(same)	VA pubs/DTRA pub(s)	Interview of Roadman as New Chair of VBDR	31 Jan '11 COMPLETE	Benson (VA-HQ (PA)) interviews Chip (share/coordinate with DTRA)	Feedback	Roadman to provide Bio/Pic
Age Cohort	(same)	AARP	Article, w compelling bio/profile	15 Nov '11 COMPLETE	Roadman (VBDR) & Benson (VA-HQ (PA))	Feedback Response	
IRR registrees	(same)	IRR Newsletter	Article	10 Jan '12 COMPLETE	Groves (VBDR)	Meet deadline for publishing	Groves (VBDR) write/review
AV+Relatives	(same)	Social media	Messages compatible with Facebook group, Twitter, YouTube	1 Feb '11 COMPLETE	VA Social Media via Jim Benson; Mike Andrews (support)	Response to VARO (MS)	
Indirect via DTRA readers + Shadow Audience: DOD, the Hill	(same)	DTRA magazine "The Shield"	Article in March, 2012 issue. ¹ portable: made available to other publications	15 March '12 COMPLETE	Cole (DTRA (PA)) lead, Groves/Roadman (VBDR) support	Feedback	ID Vet (NAAV-?)
Indirect via DTRA Website Users	(same)	DTRA public website	link more clearly pointed to AV (now only has NTPR link)	1 Feb '11 COMPLETE	Cole (DTRA (PA)) lead, Groves/Roadman (VBDR) support	hits/links	
Environmental Health Officer (VA Medical Center) & Services	(same)	VA quarterly telecon	instructions	8 Feb '11 COMPLETE	Benson (VA-HQ (PA))	Feedback	
AV, relatives, VA Facility Users	(same)	VA News ²	short piece	1 Mar '11 COMPLETE	Benson (VA-HQ (PA))	Response to VARO (MS)	
Veterans		The American Veteran - Public Access	short piece for "News You Can Use"	1 Mar '11 COMPLETE	Benson (VA-HQ (PA)) is a host	Feedback	Roadman/Groves can be guest(s)
State Veterans Organizations			provide w brochures, posters	15 Apr '12	Benson (VA-HQ (PA)) can assemble mat.	Response to VARO (MS)	
¹ Two articles: 1.) How DTRA supports VBDR and AV; 2.) A compelling-story profile of an AV.							
² Weekly broadcast to all VA employees, guests, and vets on VA property)							