

## Reality Check

Once you gather all the information you can about women in your community, take some time for a reality check. Take the pulse of your community. The message you create may be perfect for your audience, but when you send the message can make all the difference in its success.

Here is a list of good and bad times to send out your message or plan your activity.

DO plan an activity to occur:	DON'T plan an activity to occur:
<ul style="list-style-type: none"> <li>• anytime in support of our <b>Folic Acid: It's never too early ...</b> campaign</li> <li>• during Family Day in February</li> <li>• tied in with International Women's Day on March 8</li> <li>• during Nutrition Month in March</li> <li>• tied in with Mother's Day in May</li> <li>• tied in with National Kids Day in May</li> <li>• tied in with Canada Health Day in May</li> <li>• during <b>Spina Bifida &amp; Hydrocephalus Awareness Month</b> in June</li> <li>• during Safe Kids Week in June</li> <li>• during World Breastfeeding Week in August</li> <li>• during National Family Week in October</li> </ul>	<ul style="list-style-type: none"> <li>• during a community crisis like the Walkerton E-coli crisis (because any other message will seem irrelevant)</li> <li>• during an international crisis like the events of September 11 (again, because any other message will seem irrelevant)</li> <li>• during an election (as community communications will be lost in the crowd)</li> <li>• during a school strike (because most teachers are women and mothers will be affected by the children's upheaval in school)</li> </ul>

If these events don't occur in your community, talk to your City or Town Council and try to get them to launch and support a Nutrition Week or Women's Week. See if they can support your efforts with supplies, printing, venues or money.

### **Timing!**

Remember, by coordinating your activity with other events in your community, you will multiply the power of your message and increase your chances of communicating with your audience.

Approved: June 2002

Reviewed: February 2011