1.a. Develop a Mission and Vision statement to guide NIAAA communications that make NIAAA recognized as the definitive source for research, knowledge, and evidence-based information on alcohol and health.

1.b. Develop and emphasize brand and branding policy and tagline that incorporates mission and vision for products. Make NIAAA America’s alcohol information resource.

2. Encourage NIAAA to identify a key message (tied to a specific, change-related objective) for each of its most critical audiences, and then to identify appropriate partners to amplify those messages and support a larger program for change. Inform to influence. Identify priority audiences such as these:
   a. Middle and high school students and parents (delay age of drinking onset - inform about the FASD). Inform teachers in ways that meet curriculum needs;
   b. Young adults, military, college and youth in justice system (reducing risk of alcohol problems);
   c. Professional groups (physicians, psychologists, social workers, primary care physicians (identify/refer and treat);
   d. Legal system (infuse evidence based knowledge - partnerships);
   e. “Treatment Can Work” (accompanied by an effort to shift understanding of what treatment involves). The new face of alcohol dependence—i.e., the functional alcohol-dependent individual;
   f. Policy makers.

3. Partnerships should be explored. For example:
   a. Government (DoD and others);
   b. Federal agencies;
   c. Professional and private groups;
   d. Alcohol research Centers and training programs;
   e. Multicultural agencies (tribal entities; inner city agencies).

4. Evaluate your products and strategies. Implement a strategic plan/process that will:
   a. Update and redesign Web site to achieve strategic goals;
   b. Create a workgroup to examine use of social media. Write a strategy that includes moving material to public space including Wikipedia;
   c. Seek clearance from OMB and initiate surveys;
   d. Seek partners in the survey effort;
   e. Focus on electronic and other new media;
   f. Evaluate other information sources;
   g. Evaluate existing data bases for secondary data including novel creative ways to measure impact;
   h. Explore 1% set aside funds for evaluation.

5. Establish staff and grantee education regarding communication (e.g., RSA) to improve communications planning, interview skills, and consistency of messaging.

6. Consider a call for communications and dissemination research. (e.g., how to motivate a wider range of people to seek treatment, creative uses of secondary data sources for evaluation of communication efforts in the alcohol field.)