

“MARKETING HEALTHY LIVING: MAKING THE TOOLKIT WORK FOR YOU”

THE FOLLOWING IS AN OVERVIEW OF THE TOPICS COVERED IN A FEBRUARY 14, 2011 WEBINAR. IT WILL GIVE YOU AN IDEA OF THE KIND OF INFORMATION THAT CAN BE FOUND IN THE RECORDING THAT IS ARCHIVED ON THE SITE HERE:

<http://azlwi.org/Partners/webinars-2/>

How can I customize the marketing toolkit?

Download the template files to your computer, and make a copy of them before making any changes.

Please keep the name of the workshop (Healthy Living). Please co-logo materials (AZ Living Well Institute & your organization) and insert your organization’s name in the template materials. You may also customize the text for your target audience. Be sure to check font size and style, as well as paragraph spacing and layout before printing.

What is included in the Marketing Toolkit Materials?

The toolkit includes a brochure, Fact Sheet, Notecard Mailer/Handout, Verbal Presentation script, PowerPoint Presentation, Workshop Flyer, Partner Fact Sheet, Leader Fact Sheet, and Multimedia Consent Letter.

When should I use a verbal presentation as opposed to the PowerPoint?

It is important to consider your audience. What kinds of presentations are they used to? Will you need a more personable approach? You should also check into the availability of technology at the site.

What are some tips for a Verbal Presentation?

Connect with your audience by walking around and making eye contact. Use stories and testimonials.

If possible have workshop scheduled prior to presentation so that you can pass around a sign-up sheet and collect phone numbers. Be sure to follow up after the presentation so you can get an actual workshop in place. Choose from 5, 15, and 30 minute options. The presentation is presented as an outline, so please feel free to paraphrase. Consider what additional materials and handouts you may want to provide. If possible, allow time for questions.

What should I consider when making a PowerPoint presentation?

There are two versions available: a Community PowerPoint Presentation and one for Agencies. Be sure to take into account your audience, the length of time you will have to present, and what technology will be available for your use. You can view the Community PowerPoint from the list of materials here:

<http://azlwi.org/Partners/resources/marketing-materials/healthy-living-marketing-materials/>

Where should I start when I am beginning the marketing process?

First, it is important to become familiar with what is currently available in your area. Also, make sure you are strategic in your timing as well as your content. Identify local media that can help you reach your target population, including print, social networking, public service announcements, etc. Neighborhood and organizational (such as local support groups) newsletters are also valuable.

Some Community Access Points include: Senior centers, Senior housing sites, Health plans, Faith-based organizations, Pharmacies, Rehab centers **and** Elder care groups.

Be sure to tailor your message. Visual content as well as written materials should mirror your target population. Take into consideration race, ethnicity, gender, environment, and cultural markers.

Focus on the kind of Healthy Living messages that work:

It is about life, not health directly. It helps people improve their life, feel better, regain control and be more independent

Use positive language such as:

Ongoing health conditions such as diabetes, arthritis etc. rather than chronic diseases.

Workshops are interactive meetings or sessions not classes or lectures.