

Marketing Healthy Living: Making the Toolkit Work for You



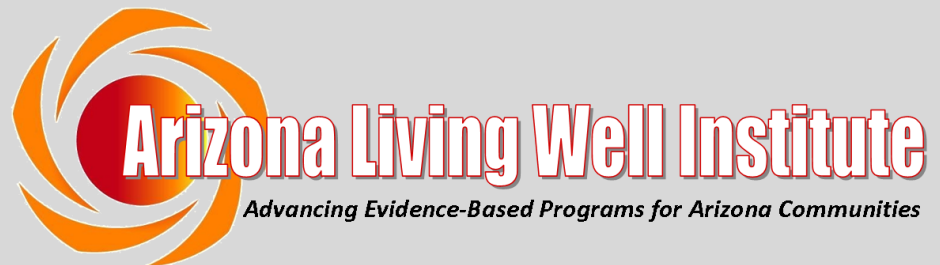
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February 14, 2011
9:00-10:30AM



Call Etiquette



This webinar will be recorded and available on the Institute Website under Partner Login after the call.

Please remember proper conference call etiquette.

- Please place your phone on mute when you are not speaking.
- Please do not place our call on hold.
- Please ask questions by the question function **ONLY** until the Q & A portion at the end of the call.

Webinar Agenda



- Introduction
- Policy and Procedures for Use
- Materials Available
 - Handouts
 - Verbal Presentation
 - Powerpoint Presentation
- Navigate Marketing
- Questions and Closing



GENERAL INFORMATION

- MELANIE

Customizing Toolkit for Your Use



- Customizing Marketing Toolkit
- Getting Started
 - 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).
- Customizing the Text
 - Insert your organization's name in the template materials
 - Check font size and style, as well as paragraph spacing and layout.

Healthy Living (CDSMP) Marketing Toolkit



- Brochure
- Fact Sheet
- Notecard Mailer/Handout
- Verbal Presentation
- Powerpoint Presentation
- Workshop Flyer
- AZ Living Well Institute
 - Partner Fact Sheet
 - Leader Fact Sheet
 - Multimedia Consent Letter



VERBAL PRESENTATION - VIRGINIA

Verbal Presentation



- When to use a verbal presentation
 - Consider your audience
 - More personable
 - Availability of technology

- 5, 15, and 30 minute options
 - Outlines, please paraphrase
 - Materials and handouts
 - If possible, allow time for questions

Verbal Presentation



- 5 minute presentation demonstration
- Verbal Presentation Tips
 - Connect with your audience
 - Stories and testimonials
 - If possible have workshop scheduled prior to presentation
 - Sign up sheet- collect phone numbers
 - Follow up



**POWERPOINT
PRESENTATION
-MARY ELLEN**

Powerpoint Presentation



- Community Powerpoint Presentation
 - Audience
 - Length
 - Materials needed
 - Tips
- Agency Powerpoint also available
- Highlights from Community Powerpoint



NAVIGATE THE MARKETING PROCESS - REVA

Getting the Message Out



- Become familiar with what is currently available
- Be strategic in timing as well as content
- Identify local media that reach your target population, print, social network etc.
- Pinpoint neighborhood & organizational news letters

Community Access Points



- Senior centers
- Senior housing sites
- Health plans
- Faith-based organizations
- Pharmacies
- Rehab centers
- Elder care groups

Tailor Your Message



- Visual content as well as written materials should mirror your target population
- Race, ethnicity, gender, environment, cultural markers



Focus on Healthy Living Messages that Work



- It is about life, not health directly
- Help people improve their life
- Feel better
- Regain control
- Be more independent



Positive Language



- Ongoing health conditions such as diabetes, arthritis etc. rather than chronic diseases
- Workshops are interactive meetings or sessions not classes or lectures





CLOSING & SUMMARY

Highlights from NCOA Marketing Webinar



- Building State & Local Capacity
- Internal Marketing - Care Transitions & ADRC
- Where to invest your time

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Training Lay Leaders



- **Stanford requirement to maintain MT status**
 - Co-facilitate one Lay Leader Training annually
 - For those trained in May 2010, Leader Training should be completed by June 30, 2011.
- **Lay Leader Training Webinar available on Website**
- **Lay Leader Training Notification Form**

- **The AZ Living Well Institute is here to help!**
 - Please contact for assistance with planning, recruiting, and implementing a leader training.



Questions?



Arizona Living Well Institute

Advancing Evidence-Based Programs for Arizona Communities