

# Marketing CDSMP The Basics and Beyond

**Oregon Webinar  
January 19, 2010**

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**1**

**Overview**

## Webinar Overview/Objectives

- Provide background on what works to market CDSMP
- Briefly review recruitment materials available from NCOA (and provide an update on universal name for CDSMP and online recruitment)
- Describe successes and other learnings from states around the country

**Put Life Back in Your Life**

I hurt all the time. It felt like my health problems were taking away from me what I could and couldn't do. {Insert your name} workshops put me back in charge.

...the energy to do the things that matter. ...back in my life.

**PROGRAM NAME HERE**

**Put Life Back in Your Life**

**PROGRAM NAME HERE**

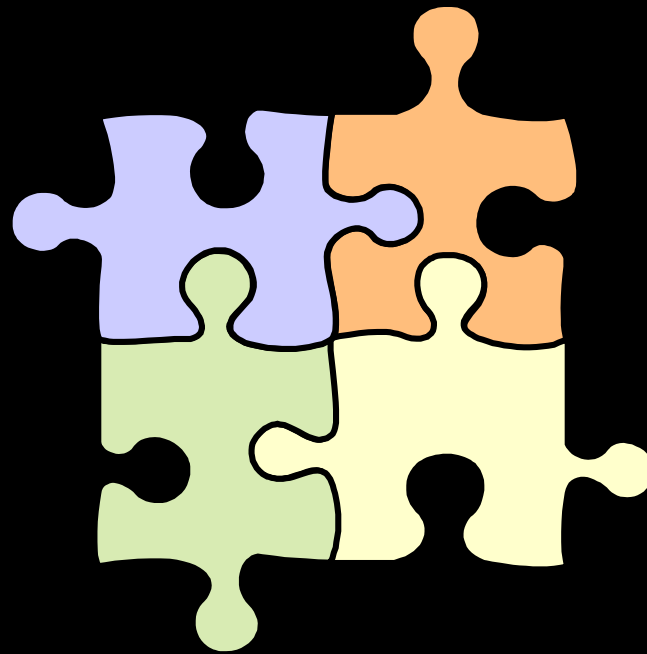
{your program name} workshop near you call 1 - xxx - xxx - xxx

**2**

**Marketing**

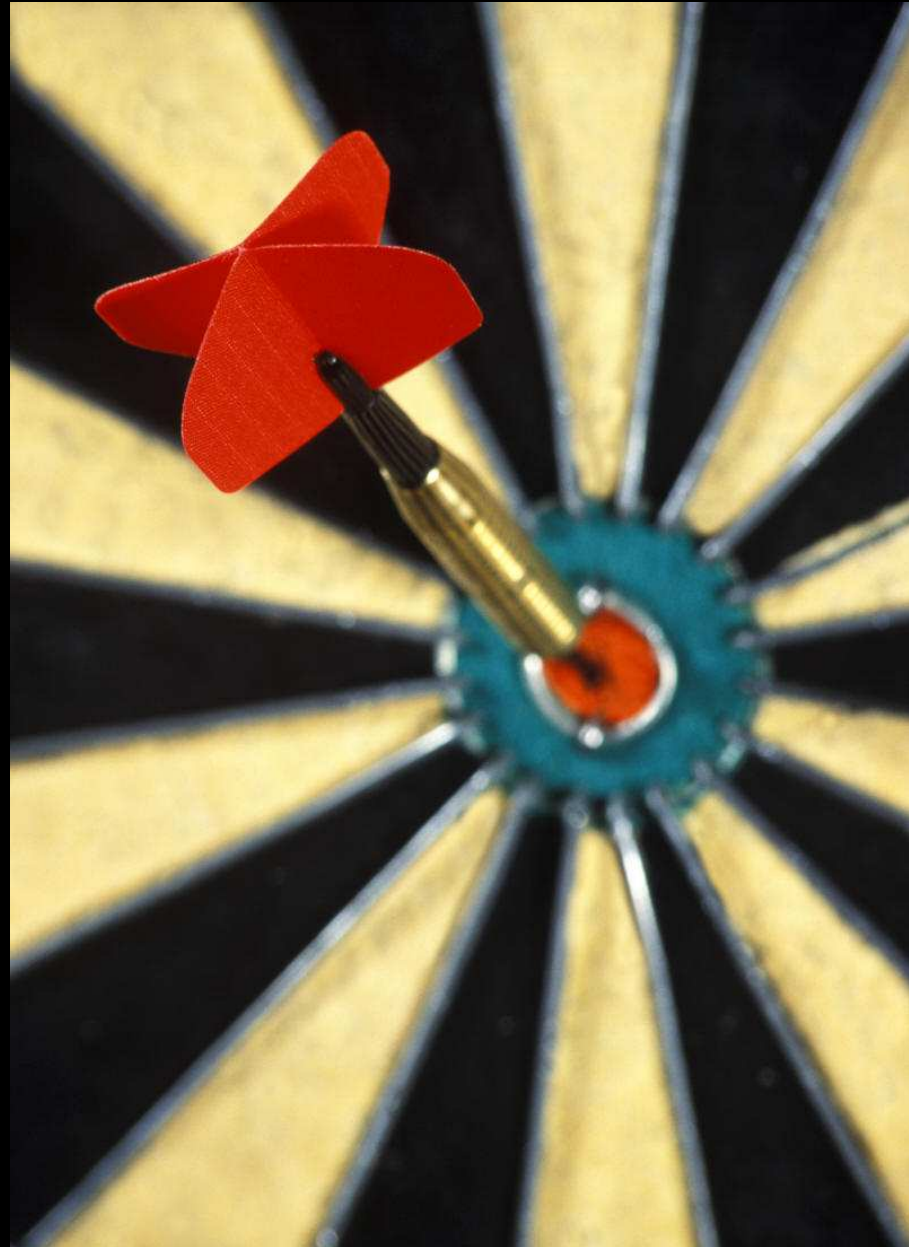
# Thinking About Marketing

Materials and tools are only  
part of the puzzle.



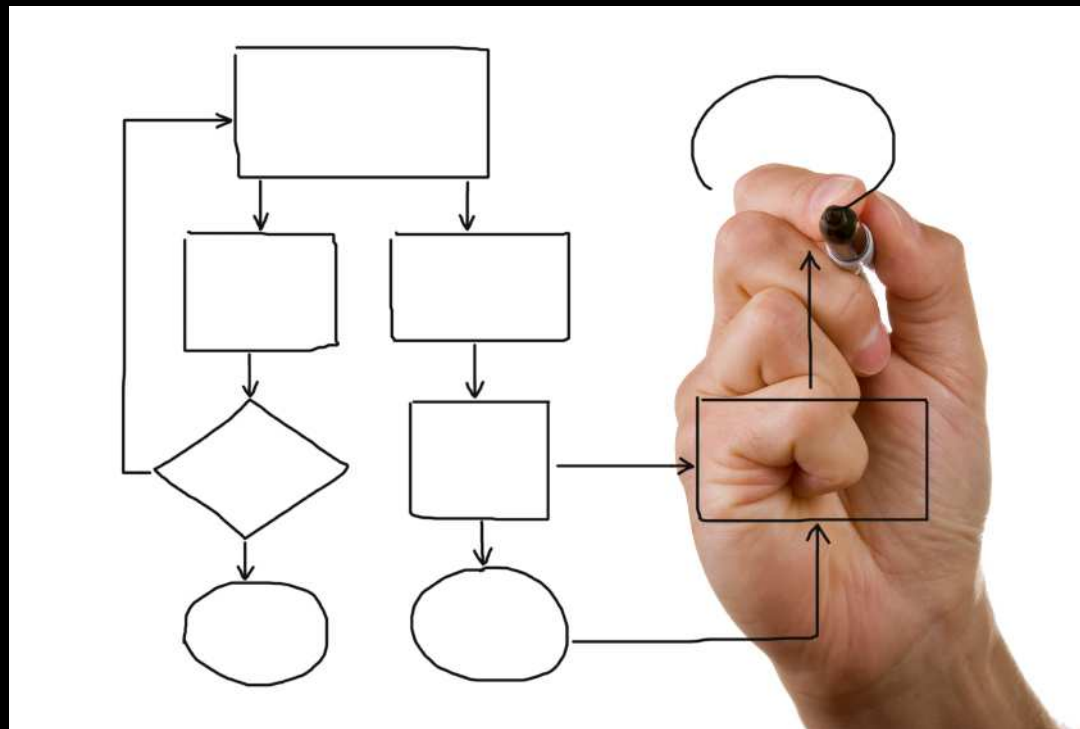
# Thinking About Marketing

Developing  
a Plan



# Thinking About Marketing

## Staffing and Infrastructure





# Thinking About Marketing

## Access to Materials

		<input type="text"/> Search <b>GRANTEE LOGIN</b> <a href="#">Site Map</a>   <a href="#">Home</a>
<a href="#">What's New?</a>	<h3>Grantees Only</h3>	
<a href="#">Health Topics</a>	<p>Welcome to the grantee section of <a href="http://www.healthyagingprograms.org">www.healthyagingprograms.org</a>. Here you will find call agendas; meeting minutes; tools and resources created by the Center, partners and grantees; and contact information -- all pertaining to the <a href="#">Administration on Aging's Evidence-Based Disease Prevention Grants Program</a> and NCOA's Challenge Grant and Sustainable Systems Grant. We hope you find the this section helpful and we encourage you to <a href="#">send us</a> your own tools and resources for us to post to this section so that they can be shared with other grantees.</p>	
<a href="#">Community Programs</a>	<p><a href="#">Upcoming Conference Calls and Meetings</a></p>	
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<a href="#">About Us</a>	<ul style="list-style-type: none"> <li><a href="#">Evaluation and Data Collection Tools</a></li> </ul>	
<a href="#">Grantees Only</a>		
<a href="#">Upcoming Conference Calls and Meetings</a>		
<a href="#">Archived Conference Calls and Meetings</a>		
<a href="#">Tools and Resources</a>		
<a href="#">Send Feedback and/or</a>		

OVERVIEW

MARKETING

MATERIALS

LEARNINGS



# Thinking About Marketing

Relationships

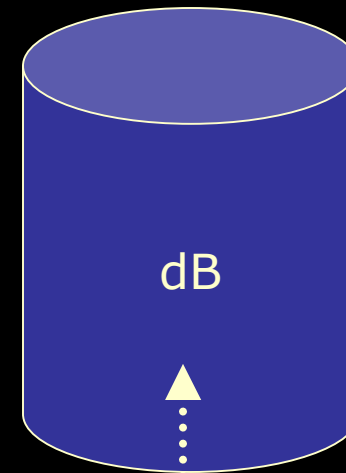
# Strategy

Face-to-face presentations and relationship building with key feeders are critical early steps.



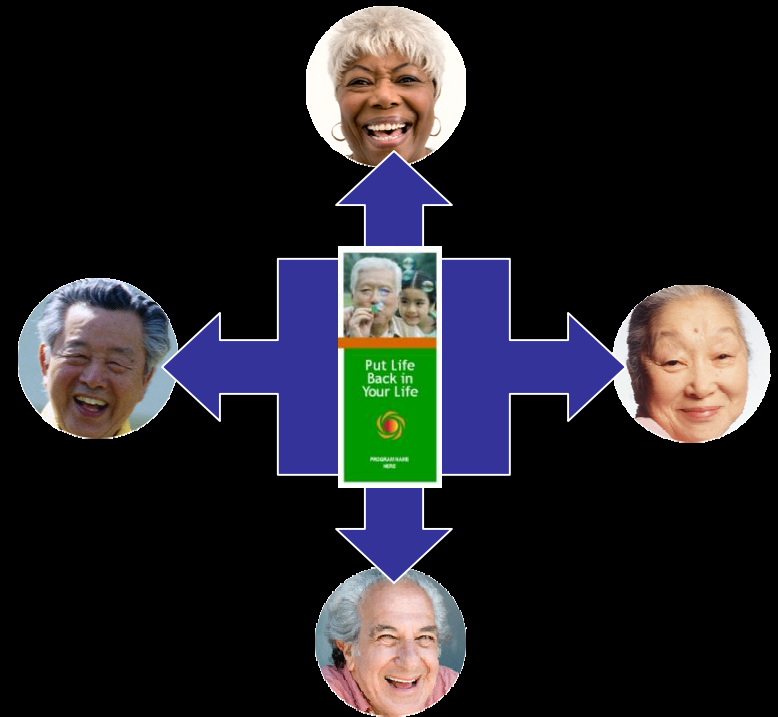
# Strategy

Building and maintaining a database of people who called in or demonstrated interest is an important tool.



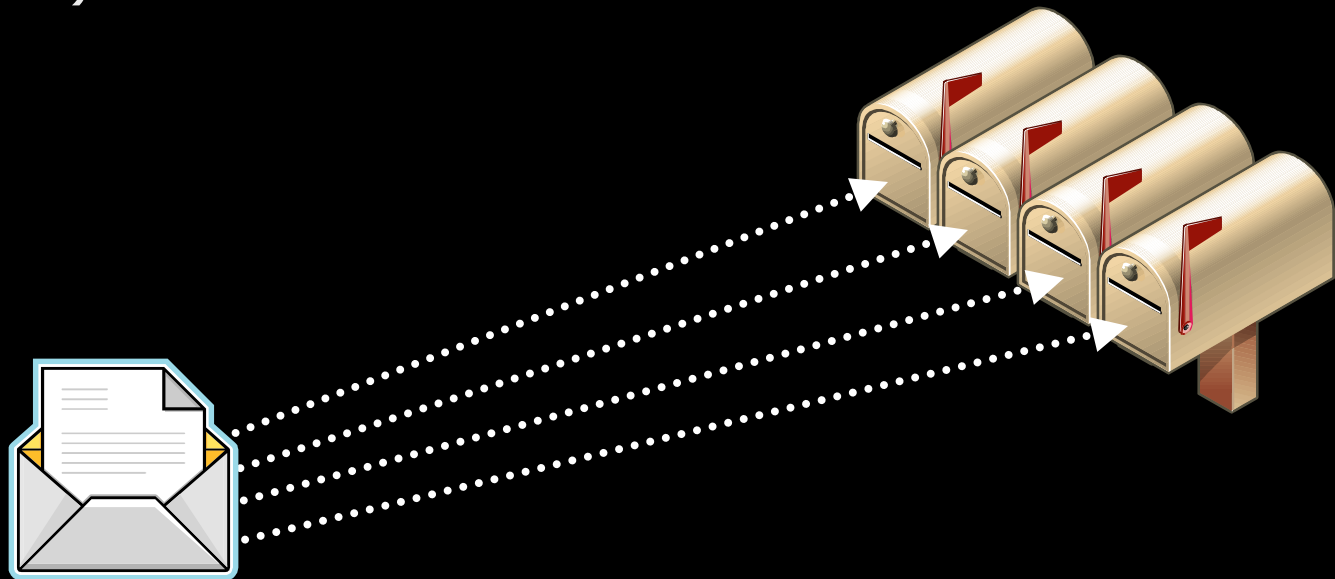
# Strategy

A network of champions (who can use the brochures or flyers) can “talk up” CDSMP programs to potential recruits.



# Strategy

Direct mail from trusted leaders (docs, clergy, elected officials, etc.) is a reliable strategy.



# Messaging

- Three key messages
  - Feel better
  - Regain control
  - Be more independent
- It's about life, not health directly



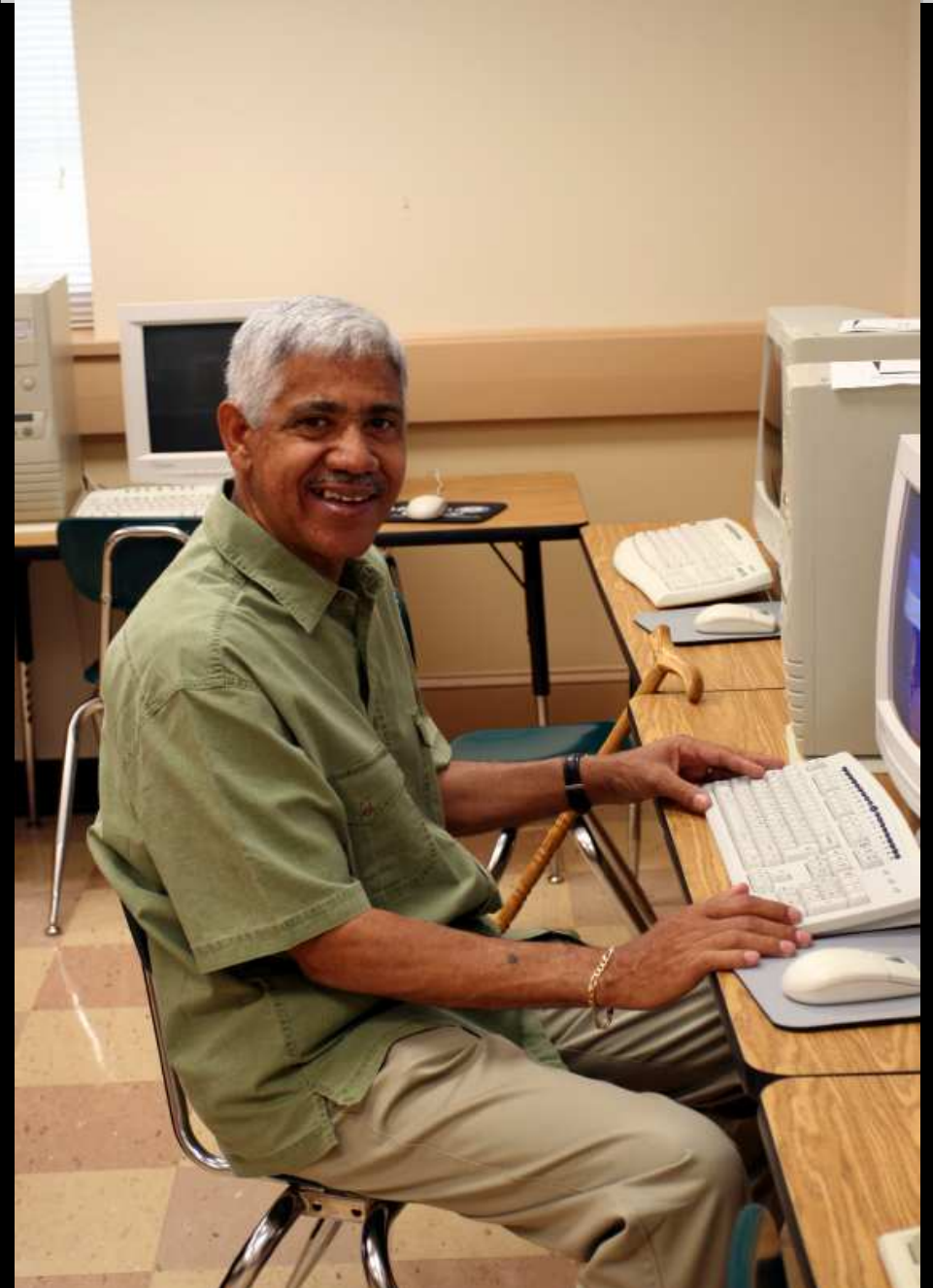
# Towards A Universal Name



THE CONFUSION OF TONGUES.



# Towards An Online Recruitment Strategy



**3**

**Materials**

# Overview of Materials

## Capacity Framework

Audit for (include state): \_\_\_\_\_

Capacity Framework  
Recruitment and Engagement of New Stakeholders

Key Elements of a Successful Local Marketing Strategy	Proposed State Level Action	Actual Capacity at State level	Actual Capacity at Local Level
<p><b><i>Strategic marketing and recruitment plan</i></b></p> <ul style="list-style-type: none"> <li>○ Should include measurable objectives for the community or region, a clear sense of target audiences, key messages, and strategies to reach the target audiences with the messages in service of the objectives</li> <li>○ Basic evaluation plan should be able to gauge success on these objectives</li> </ul>	<ul style="list-style-type: none"> <li>○ Should include measurable state objectives, a clear sense of target audiences, key messages, and strategies to reach the target audiences with the messages in service of the objectives</li> <li>○ State evaluation plan should be able to gauge success on these objectives</li> </ul>	○	
<p><b><i>Access to high quality materials</i></b></p> <ul style="list-style-type: none"> <li>○ Logo</li> <li>○ PPT presentations, including Class 0 presentation</li> <li>○ Brochures</li> <li>○ Posters</li> </ul>	<ul style="list-style-type: none"> <li>○ Statewide commitment to use common branding, name, look and feel</li> <li>○ Passwords or other access to CHA Web site</li> </ul>	○	

# Overview of Materials

- Brochure (in Microsoft Word)

**Put Life Back Into Your Life. Consider a [insert your program name] Workshop.**

Are you an adult age 55 or older with an ongoing health condition?

You'll get the support you need, find practical ways to deal with pain and fatigue, discover better nutrition and exercise choices, understand new treatment choices, and learn better ways to talk with your doctor and family about your health.

If you have conditions such as diabetes, arthritis, high blood pressure, heart disease, chronic pain, anxiety, the [insert your program name] Workshop can help you take charge of your life.

**Sign Up Now. Spaces Are Limited.**

- Join a free 2 1/2-hour [insert your program name] Workshop, held each week for 5 weeks.
- Learn from trained volunteer leaders with health conditions themselves.
- Set your own goals and make a step-by-step plan to improve your health—and your life.

*"In just a few weeks, I got back to feeling better — and back to being the kind of person I like to be."*

**To register or get more information, please call:**  
XXX - XXX - XXXX

*"Now I have more energy than I've had in years. I'm calmer and more confident about my health."*

*"The workshops put me back in charge of my life, and I feel great. I only wish I had done this sooner."*

**Organization Name**  
Street Address  
Address 2  
City, ST, ZIP Code  
XXX-XXX-XXXX  
www.agencyname.org

**Put Life Back in Your Life**

**Put Life Back in Your Life**

PROGRAM NAME  
HERE

## Overview of Materials

- Poster or Print PSA



Put Life  
Back in  
Your Life

I was tired. I hurt all the time. It felt like my health problems were telling me what I could and couldn't do. {Insert your program name} workshops put me back in charge.

Now I have the energy to do the things that matter. I've put life back in my life.

PROGRAM NAME HERE 



To find a {insert your program name} workshop near you call 1 - xxx - xxx - xxx

## Overview of Materials

- Slide  
Presentation

# Put Life Back In Your Life

(Insert program name) Workshop



(Organization name)  
(Insert Date)

# Overview of Materials

- Community Calendar Notices

## Sample Notices for a Community Calendar

### Sample 1:

**Put Life Back in Your Life!** Call now to sign-up for a [insert your program name] Workshop, designed for adults age 55 and older who want to take charge of their ongoing health problems and get relief from their pain, fatigue, and other symptoms. A free six-week workshop will be offered at [insert location] from [insert dates, times]. To register or to receive for more information, call [insert number].

### Sample 2:

**Take Charge, Feel Better!** *"I was tired. My pain was my boss. It was telling me what I could and couldn't do. [insert your program name] workshops put me back in charge. Now I have the energy to do the things that matter. I put life back in my life."* A free, six-week [insert your program name] workshop for people with ongoing health conditions will be offered at [insert location] from [insert dates, times]. To register or to receive more information, call [insert number].

# Overview of Materials

- Sample  
Recruiting Letters

## **SAMPLE RECRUITING LETTER - VERSION B - For use with a respected community leader**

Insert Date

Name  
Address  
City, State, Zip Code

Dear Name:

On behalf of [community group, church/synagogue/mosque, club, etc.], I would like to tell you about the [insert workshop name].

The [insert name] workshop is for adults with diabetes, arthritis, high blood pressure, heart disease, anxiety, or any other ongoing health condition. People who attend the workshop say they get relief from their pain and fatigue, enjoy more energy to do the things that matter, feel calmer, and are more confident about their life.

The [insert workshop name] is taught by trained peer instructors and meets once each week for six weeks. By learning how to eat well, relax, communicate with your family and doctor about your health, and manage your pain, you will be able to take charge of your life and feel better.

The next [insert workshop name] will be held at [insert location, date, and time]. There is no cost to attend the workshop. To register for the workshop, [provide instructions]. The class size is limited to [X] people so you need to register as soon as possible.

If you would like more information about the [insert name] workshops, please call [insert phone number]. We hope you will join us and "put life back in your life!"

Sincerely,



# Overview of Materials

- Sample Newsletter or Newspaper Story

## Sample Newsletter or Local Newspaper Story

### Getting Back to Better New Workshops Energize People with Ongoing Health Conditions

[Replace the paragraph below with a similar story from your state/community.]

For most of her adult life, Doris didn't worry much about her health. Then at 67, she was diagnosed with diabetes and high blood pressure. She tried to follow her doctor's advice to take her medications, exercise, and eat better. But often she was tired and even a little depressed. "I figured it was just part of getting older," she recalls.

Then a friend told Doris about the [insert name] Workshop—six weekly sessions held at [INSERT NAME OF YOUR ORGANIZATION]. Developed at Stanford University, the Workshop has been offered at hundreds of locations throughout the United States. It helps participants with ongoing health conditions such as arthritis, diabetes, high blood pressure, anxiety, heart disease, anxiety and others to:

- Find better ways of dealing with pain and fatigue
- Discover easy exercises to help improve or maintain strength and energy
- Learn the appropriate use of medications
- Improve nutrition
- Talk effectively with family, friends and health professionals
- Understand new treatment choices
- Feel better about life

"I now have a new sense of being in control," said Doris, "The Workshop has really helped me put life back in my life."

Taught by specially trained volunteer leaders, some who have health conditions themselves, the program covers a new topic each week and provides opportunities for interaction and group problem solving. "We are really more like coaches," says [add name], a leader at [name of senior center or CDSMP site]. "The answer to someone's question is usually in the room."

The next [name] Workshop offered begins [INSERT DAY AND DATE] and will take place every [INSERT DAY] from [INSERT START TIME] to [INSERT END TIME] for six weeks.

For more information or to enroll in the [INSERT THE NAME OF YOUR PROGRAM], call the [INSERT NAME OF YOUR ORGANIZATION] at [INSERT PHONE NUMBER].

XXX

## Overview of Materials

- Photos and Logos
- Hi and Low Res



OVERVIEW

MARKETING

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LEARNINGS

**Video**

The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To the right is a search bar with a "Search" button. Below the logo are navigation links for "Home", "Videos", "Channels", and "Shows". The video title is "Participant Testimonial of CDSMP class". The video frame shows a woman, Bernice Harvey, wearing glasses and a pearl necklace. A text overlay at the bottom of the video frame reads: "Bernice Harvey, Age 78", "CDSMP Participant", and "Trenton, NJ". The video player controls at the bottom include a play button, a progress bar showing 0:10 / 1:33, a volume icon, and a full screen icon. Below the player, there are five stars for ratings (0 ratings) and "42 views".

YouTube  
Broadcast Yourself™

Home Videos Channels Shows

Participant Testimonial of CDSMP class

Bernice Harvey, Age 78  
CDSMP Participant  
Trenton, NJ

0:10 / 1:33

☆☆☆☆☆ 0 ratings

42 views



**Ideas from the Field**

# Reaching Out to HC Providers

- The California Experience

**Put Life Back Into Your Life. Consider a Healthier Living Workshop.**

Are you an adult age 55 or older with an ongoing health problem?

You'll get the support you need, find practical ways to deal with pain and fatigue, discover better nutrition and exercise choices, understand new treatment choices, and learn better ways to talk with your doctor and family about your health.

If you have health problems such as diabetes, arthritis, high blood pressure, heart disease, chronic pain, anxiety, the *Healthier Living* workshop can help you take charge of your life.

**Sign Up Now. Spaces Are Limited.**

- Join a free 2 1/2-hour *Healthier Living* workshop, held each week for six weeks.

- Learn from trained volunteer leaders with health conditions themselves.

- Set your own goals and make a step-by-step plan to improve your health—and your life.



*"In just a few weeks, I got back to feeling better — and back to being the kind of person I like to be."*

To register or get more information, please call Greg Bailey: (818) 837 - 3775 ext. 161



*"Now I have more energy than I've had in years. I'm calmer and more confident about my health."*



*"The workshops put me back in charge of my life, and I feel great. I only wish I had done this sooner."*



**Partners in Care Foundation**  
732 Mott Street, Suite 150  
San Fernando, CA 91340  
www.picf.org

**Greg Bailey**  
(818) 837-3775 ext. 161



**Put Life Back in Your Life**

**Put Life Back in Your Life**



**Healthier Living**

# Outreach to Minority Populations, Using Testimonials

## The NJ Experience

Doretta Wilson is a 55-year old African American woman and former LPN who had a stroke three years ago. The stroke initially left her unable to use her right arm and hand and, initially, unable to walk. She went to her County Office of Disability Services to inquire about services. While there, the program manager suggested she might be interested in attending an upcoming chronic disease self-management program workshop. She attended a workshop in February 2008 and says it changed her life.

Doretta says the program helped her "be more in control." She began to manage her condition and took steps to re-enter the workforce. While at the workshop, she learned about Workforce 55 Plus, a program for low-income seniors who want to gain skills for employment. She now has a community job placement through Workforce 55+ doing filing and desk work for the cardio-pulmonary rehabilitation unit of a local hospital and leads chronic disease self-management workshops.

Today, Doretta is able to walk with the cane for short distances, so she got a scooter to get around the hospital. Together with another peer leader, she has also started a support group for stroke victims. As a peer leader, she is a great model. Although she can now use her arms and hands and can write, she has trouble standing at the easel, so her co-peer leader does the scribing. She has a great voice when delivering the program and she is a real inspiration to participants.

Doretta continues her physical therapy and hopes to eventually get back into nursing. Recently, Doretta felt confident and strong enough to travel by herself to Florida to attend her son's wedding, saying she "added one more important action to the things she CAN do!"



**Discussion**

# Thank You

John Beilenson

