

## Marketing and Outreach

*Aging and Disability Resource Centers are required to develop and implement an ongoing program of marketing, outreach and public education to make their services known to members of the target population(s), including people who are isolated or otherwise hard to reach, and to community agencies and service providers in its service area. The following are best practice ideas and examples of what to include in such a program.*

### General Principles

- Have a clear, simple message.
- Be consistent.
- Use a variety of marketing methods.
- Use more than one method at a time.
- Keep it up. Try continuous marketing in several venues.
- Try new things. One ADRC has a new marketing initiative every month.
- Repeat those efforts that generate increases in call volume.
- Word-of-mouth is very important, and takes time to build.

### Phone Book Listings

- List ADRC under several headings in both the white and yellow pages – disabilities, aging, human or social service organizations, nursing homes and assisted living
- Listing the ADRC under “nursing homes” and “assisted living” in the yellow pages gets people to you when they are facing life-changing decisions
- Calling yourself “aging and disability resource center of. . .” gets your name near the top of the list, where it is more likely to be seen.
- Consider purchasing advertising space in a highly visible location, such as on the phone book cover (inside or outside cover)

### Using a Professional Marketing Firm

- Professionals can focus your efforts, save time and help you be more effective.
- Use marketing professionals to:
  - Produce a marketing plan
  - Develop radio and TV “spots”
  - Identify media opportunities and open doors
  - Access media
- Inquire about reduced rates and volunteer services. Several ADRCs are getting half-price or “dollar for dollar match” deals.
- Be prepared to spend some money for marketing.

## **Marketing to the Medical Community**

- Visit and introduce yourself and your services to physicians, nurses, emergency room staff, first responders, hospital discharge planners, and nursing home social workers.
- Provide informational packets for medical clinics, emergency rooms and hospital and nursing home social workers and discharge planners.
- Make sure discharge planners and medical social workers know how to make referrals to the ADRC.
- Encourage hospital emergency room staff and first responders to refer frequent callers and others to the ADRC for assistance.
- Provide stacks of consumer-oriented brochures to clinics, hospitals, and nursing homes and emergency rooms. Remember to revisit and restock these locations.

## **Internal Marketing**

- Educating and involving people who work for and with the ADRC on a regular basis can be one of your most effective and reliable ways to get the word out.
- Employees of the ADRC, human service department, or other county agencies can be effective ambassadors for your service and a good source of referrals.
- Make sure people in your area's public and community service agencies know about the ADRC and what it can do to help.
- Train volunteer drivers and other transportation providers.
- Train home-delivered meal providers. Encourage them to provide information about the ADRC to people who are new to their services.
- Do in-service trainings for sheriffs' department, economic support staff and others.
- Provide training for receptionists.
- Encourage ADRC employees to become actively involved in community organizations.
- Select advisory board members who are outgoing and connected in the community and encourage them to be advocates for the ADRC.

## **Media Interviews and Stories**

### **Where**

- Local cable access TV shows – personal interviews, talk shows
- Local radio talk shows and news programs
- Local newspaper stories - dailies, weeklies, shoppers
  - issue press releases
  - offer interviews for feature stories

### **What**

- Provide information about ADRC services.
- Be a regular “guest” who provides information on topics of interest to consumers.
- Have a prepared speech that you can tailor to the occasion.
- Involve customers who can share their stories.

### **How**

- A marketing consultant can be helpful in getting media interviews.
- Call your local stations and newspapers to talk about possibilities.

## **Presentations to Community Groups**

- Presenting to existing groups generally works better than hosting your own presentations.
- Be available when the groups meet, including breakfast, lunch or evening meetings or events on weekends.
- Who to present to:
  - Consumer groups (NAMI, ARC, senior centers)
  - Service clubs (Rotary, Jaycees, Kiwanis, Lions, etc.)
  - Chamber of Commerce
  - Health and wellness fairs
  - Employee assistance and other employer-sponsored programs
  - Religious organizations
  - High school counselors and special education staff
  - Village and town boards in rural areas

## **Where to Publicize the Availability of the ADRC**

- Phone Book
- Newspaper
- Radio
- Local TV and public access channels
- Church bulletins, chamber of commerce publications and other community newsletters

## **Give Aways with ADRC Logo and Contact Information**

- Have different “give aways” for consumers and professionals
- Consumer give aways: brochures, service directories, pens, refrigerator magnets, jar top openers, pillboxes, water bottles
- Professional give aways: brochures, tote bags
- What not to buy: cheap gadgets and things that will break or be thrown away

## **Other Ideas**

- Purchase advertising on senior menus or placemats at local restaurants.
- Have placemats printed with ADRC information and give to restaurants, meal sites, churches, etc. to use.
- Provide fliers to the electric utility to insert with its bills.
- Provide fliers to insert with county employee paychecks.
- Arrange with local grocery stores to have ADRC information printed on the back of grocery receipts.
- Billboards can be effective but are costly