

Living Well Network Marketing and Recruitment Workgroup Call

Minutes 1/20/09

Attendance: Brenda Johnson – Deschutes County Health Department
Ann Way – Lincoln County Health Department
Bernadette Maziarski – OSU Extension Services
Lavinia Goto – Mid-Valley IPA
Lisa Nielson – OHSU Center for Women’s Health
Allyson Smith – Wasco-Sherman County Health Department
Karen Light-DesRosier - OHSU
April Rautio – Oregon Public Health Division
Cara Biddlecom – Oregon Public Health Division

Update on new marketing materials

- DHS will be printing reusable shopping bags and magnets with the new Living Well logo on them and will have the materials on hand at the Living Well Forum on March 5.
- Color posters and brochures will also be printed and made available to local programs. The group agreed that the poster with the green space in the bottom middle was the best style, and suggested that DHS print a few of each type to have a few different diverse photos available.
- The group agreed that additional photos are necessary, particularly those with younger faces. April and Cara will explore options on additional photographs and will provide an update on the next Workgroup call.
- The poster and brochure templates will all be made available on the DHS Living Well Web site so that local programs can customize them to their own needs and print if they have the funds available to do so. The generic statewide materials that DHS will print will all have space where local program contact information can be added.

Spanish language marketing materials

- The National Council on Aging has translated the English marketing material templates into Spanish. Additional photographs of Latinos will be made available at some point in the future to update the existing photos. It was agreed that new photos should still reflect diversity within the Latino community.
- The Workgroup will send the marketing brochure and poster to Tomando Control Leaders and Master Trainers for feedback on the language included in the marketing materials. This feedback can be sent to Cara to collect.

Living Well Forum session on Marketing and Recruitment

- The group agreed that a dialogue session with a facilitator and “experienced sharers” would be a good format to promote interaction.
- Potential topics that could be introduced are what recruitment activities participants have undertaken, what marketing strategies have worked, and how participants have been able to retain workshop attendees and keep them engaged in Living Well.

- Ann and Bernadette will work with Cara to plan and facilitate this session; Lavinia will be an “experienced sharer”.

Recruitment strategies – participants and Leaders

- Ann: when participants call to register for a workshop or a Leader training, they are briefed on the time commitment and what is involved with the program. 1-2 days beforehand, Leaders call registered participants to remind them of the upcoming workshop, where it is located, and what time. This process has resulted in a larger number of participants completing 4 of 6 sessions.
- Allyson: a “zero session” is provided to those that are interested in participating in a workshop and during the last session, the 7-minute Living Well video was shown. Some participants were no longer interested because they felt the video didn’t reflect their condition.
- Bernadette: Southern Oregon uses the Living Well video for introductory sessions along with having participants introduce themselves, their chronic condition, and the issues that their condition has caused in their lives.
- Brenda: all registered participants are called before the class starts, which has helped improve retention. If a participant misses the first session, they are called to follow up to remind them about the workshop.
- Bernadette: having Leaders call participants as a reminder has been very helpful. Often, other participants will volunteer to call someone who misses a session. The Medford Tribune article that featured Living Well had a great response – all of the Southern Oregon workshops were filled for the next 3 months. Southern Oregon has also sent out the *Living a Healthy Life* book, schedules, flyers, and a cover letter out to area physicians for outreach and support for referrals. Bernadette has used the lemon exercise from the Living Well workshop to demonstrate a small piece of what the workshop is and how it works.
- Lavinia: Lavinia goes out with a physician to present on Living Well to clinics and providers, and then meets with nurses and other clinic staff after gaining provider buy-in. Referral packets are given to clinic staff.
- Ann: in order to keep Leaders engaged, it’s important to let them know how much they’re appreciated. Their Leaders meet quarterly for two hours and focus on additional training for specific portions of Living Well (i.e., problem solving). Leaders also receive a holiday card with personalized notes each year, and are offered boxes that include everything they need to facilitate a workshop, including gift cards that can be used to purchase refreshments for workshops so Leaders don’t have to be reimbursed.
- Bernadette: Leaders are sent personal notes after their first workshop. Each year, Leaders are invited to a celebration luncheon with an awards ceremony and gift bags. Leaders who can’t make the luncheon are visited by Bernadette individually so they can receive their gift bags and other materials.
- The group agreed that it is useful to keep this conversation as a standing agenda item – for recruitment and retention of both participants and Leaders.
- The group agreed that a recruitment and retention best practices document would be useful to share with the Living Well Network. Workgroup members should send their recruitment and retention strategies to Cara so they can be compiled into one document.

Action items:

- The Workgroup will send the marketing brochure and poster to Tomando Control Leaders and Master Trainers for feedback on the language included in the marketing materials. This feedback can be sent to Cara to collect.
- April and Cara will work on finding additional images that can be used for the new marketing materials and will update the group on the next call.
- Cara will contact Ann and Bernadette to plan the Marketing and Recruitment session at the Living Well Forum.
- The Workgroup will send their recruitment and retention strategies to Cara so they can be compiled into one document.

Next workgroup call is scheduled for Tuesday, March 17 at 10:00 am.