

## **Living Well Network Marketing and Recruitment Workgroup Call**

**Minutes 9/22/09**

Attendance: Ann Way – Lincoln County Health Department  
Sharon Johnson – OSU Extension Services  
Diane Pietrzak – DHS Children, Adults and Families, Douglas County  
Brenda Johnson – Deschutes County Health Department  
Lavinia Goto – Mid-Valley IPA  
Cara Biddlecom – Oregon Public Health Division  
April Rautio – Oregon Public Health Division

### Review activities for this year

*Marketing materials survey* – Cara has drafted a version of the survey which will be reviewed on this conference call.

*Recruitment and retention best practices* – The recruitment and retention best practices document was transformed into a portion of the marketing and recruitment section of the forthcoming Living Well Program Guidebook. The Living Well Program Guidebook will be mailed out to all Living Well coordinators early next week.

*Spanish language marketing materials* – Revision to the NCOA Spanish language marketing materials is complete and templates have been posted online. Posters and brochures are available free of charge from the Oregon Living Well program.

### Marketing materials survey review

The group provided feedback on the draft marketing materials survey. It was decided that the survey will be sent by email only to Living Well coordinators in early-mid October with a two week deadline for completion. Cara will complete the edits and send to the workgroup for a final review to ensure that all proposed changes have been addressed.

### Marketing and recruitment share time

*Southern Oregon* – The Southern Oregon team had one meeting with a local hospital's discharge planners, who are very enthusiastic about referring their patients to Living Well. An additional meeting with another area hospital's discharge planners is planned for the coming week.

*Central Oregon* – Yesterday and today meetings were held with the Deschutes County mental health program staff and the adult mental health team. Plans are in place for the mental health program to have some of their therapists trained in Living Well so they can begin offering the program to their mental health clients.

*Mid-Willamette Valley* – Volunteers from the area senior centers were recently trained as Living Well leaders and are now offering their own workshops. These leaders have made their own efforts to fill their workshops. Workshops were also offered at a local federally-qualified health center, which has both a mental health and medical clinic. It

was found that retention is a bigger issue with this population and that hosting a zero session and over-recruiting would help to improve retention.

*Douglas County* – The challenge for Douglas County since they began implementing Living Well just under a year ago was to find a nonprofit organization to take the lead on program coordination. Yesterday, Douglas Health and Wellness agreed to take on the coordination role, and since they are a nonprofit organization, they can more easily apply for grant funds. In the process of identifying a coordinating organization, more Living Well partners were identified. Oregon Health and Science University received a grant to do some work with diabetes patients and the electronic medical record, and Roseburg was chosen as one of their two sites for the study. The initial phase involves collecting the available resources for people with diabetes in Roseburg, and Living Well will be included in that resource list.

**Next workgroup call will take place on Tuesday, November 17, 2009 from 10:00-11:00 am.**