

Living Well Network Marketing and Recruitment Workgroup Call

Minutes 5/26/09

Attendance: Ann Way – Lincoln County Health Department
Bernadette Maziarski – OSU Extension Services
Lavinia Goto – Mid-Valley IPA
Cara Biddlecom – Oregon Public Health Division

Review activities for this year

Marketing materials survey – Cara has drafted a version of the survey based on the feedback from the last call. Since the marketing Web page just went live, and the Spanish language materials are in development, the survey will have a launch date of late Summer 2009 so that more coordinators, leaders, and Master Trainers have an opportunity to access and use the new marketing materials.

Recruitment and retention best practices – A draft best practices document was derived from the Living Well Forum Marketing and Recruitment breakout session notes. The document will be reviewed on the July 2009 Marketing and Recruitment Workgroup call.

Spanish language marketing materials – Revision to the NCOA Spanish language marketing materials is complete. April and Cara will revise the materials based on feedback and will send to the workgroup for a final review before printing.

Update on recruitment and retention best practices

The Oregon Living Well program is in the process of drafting a “Living Well Program Guidebook” which will walk new programs through everything they need to know to get started. The recruitment and retention best practices document will be included in the guidebook.

Review Tomando Control marketing materials and images

Workgroup members provided feedback on their preferred images and where they should be inserted into the existing brochure and poster templates. April and Cara will revise the materials based on feedback and will send to the workgroup for a final review before printing.

Marketing and recruitment share time

Lincoln County – Ann has completed the schedule of Living Well workshops through November 2009 and is in the process of printing 1,400 brochures to disseminate to community partners. A workshop is scheduled for the Siletz Community Health Clinic.

Southern Oregon – Future workshops have not been scheduled yet because a “voluntary donation” fee structure will be implemented to help fund the workshops. Participants will be asked to pay what they can afford to attend the series, allowing individuals with an inability to pay to attend. Several local venues have requested a Living Well workshop.

Marion County – Living Well was written into the MVIPA Medicare Quality Improvement Plan. Currently, 4-6 workshops are held in a variety of settings, the largest of which is at the senior center.

Action items:

- The workgroup will review the changes to the Spanish language marketing materials by email in June.

Next workgroup call will take place on Tuesday, July 28, 2009 from 10:00-11:00 am.