

Marketing to Potential Participants



AUDIENCE Who are the people we need to reach?	PATHWAY If you don't know this audience well, who do you know who can provide perspective and make introductions?	VALUES What is important to this audience?	OUTCOME What do we want them to do?	MESSAGE What do they need to know to take the action we want?	MESSENGER Who is the best messenger? Who do they listen to? How can you involve your partners?	STRATEGY How will we make this happen? What is the best approach for reaching them?
<i>Ex: Latino community, all ages</i>	<i>Ex: Promotoras</i>	<i>Ex: Family, Community</i>	<i>Ex: Sign up for Tomando Control de su Salud workshops and become messengers for the program</i>	<i>Ex: "Tomando Control de su Salud has a positive impact on your overall health and is an opportunity to improve your life and your family's."</i>	<i>Ex: Promotoras</i>	<i>Ex: Visit key gathering places in the community, such as churches or community centers, and ask a promotora to share information and give a demonstration of what happens in the Tomando Control de su Salud workshop.</i>