



Strategic Outreach with Printed Materials

Provided by:
Caring Connections
www.Caringinfo.org
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Strategic Outreach with Printed Materials

Your coalition can develop printed materials to help heighten community awareness and interest, inform the public about an end-of-life topic or advertise upcoming coalition activities. You can make the most of your promotional materials by developing a comprehensive outreach strategy outlining what materials you will use and how you will use them.

Benefits of Using Printed Materials

- ◆ Information shared with the community or displayed in public places increases awareness of end-of-life issues.
- ◆ Educated consumers will demand access to quality end-of-life care and services.
- ◆ Accepting or taking a brochure does not imply or require a commitment to do something, so it may be less “threatening” to the public.
- ◆ Printed materials can be places you can’t — see the distribution venues list on the next page for a list of potential places to display your materials.

Developing or Using Printed Materials

◆ Your coalition may choose to develop its own materials or use existing materials and add local information. If you choose to develop your own materials, you will need someone to work on writing the copy, designing the layout and do the printing. Ask coalition members about access to resources and/or potential donors to support the effort. The Caring Connections coalition website, www.caringinfo.org, has a wealth of free materials your coalition can use, with links to materials on other websites.

Types of Printed Materials

- ◆ General information about your coalition—vision, mission, goals, members, etc.
- ◆ Brochures for upcoming events
- ◆ Educational materials:
 - General information about advance directives
 - How to talk to your physician about your end-of-life preferences
 - How to choose a hospice
- ◆ Community resource guide to end-of-life services

Potential Distribution Venues

- ◆ Health fairs and speakers bureau events
- ◆ Libraries
- ◆ Chambers of Commerce
- ◆ Courthouses and other government buildings
- ◆ Businesses (via paycheck envelopes)
- ◆ Pharmacies and other retail outlets
- ◆ Hospices
- ◆ Physician offices
- ◆ Hospitals
- ◆ HMOs via member mailings
- ◆ Funeral homes
- ◆ Faith communities
- ◆ Service and social clubs
- ◆ Retirement communities
- ◆ Senior centers
- ◆ Schools, colleges and universities
- ◆ EAP providers
- ◆ Val Pac Coupons
- ◆ Sunday paper insert
- ◆ Public health department
- ◆ Mental health providers/counseling centers
- ◆ Sports facilities
- ◆ Area Agencies on Aging
- ◆ YMCA

Develop an Outreach Plan

- ◆ Coalition members can ask staff, volunteers, board members, donors and other supporters to review the above list and share how they can help distribute the materials — this information becomes the beginning of the outreach plan.
- ◆ Develop a system to track distribution of materials — where, how many and when to restock.
- ◆ Make sure coalition members know how to get additional copies of the materials to distribute.

Example — ABC coalition developed a coalition flyer, an advance directive flyer and a brochure for an upcoming seminar for nurses. Sue Smith is delivering materials to a health fair, a hospital and a senior center.

ABC Coalition — Sue Smith's Outreach Plan			
	Coalition Flyer	About Advance Directives	Nurse Seminar Brochures
XYZ Health Fair	50 flyers	50 flyers	N/A
Mega Hospital	250 flyers—restock 8/31	900 flyers—restock on 8/31	250—stop distribution on 6/28
Senior Center	50 flyers — restock 9/15	200 flyers — restock 9/15	N/A

If your coalition decides to invest the time and resources into developing, printing and distributing informational materials in your community it is important to have a distribution plan.