

Marketing Strategies from CDSMP Leaders

Website

Newspaper (Advertisements, Local Articles, PSAs)

Word of Mouth (Groups, Friends, Health Care Providers, Coworkers, Family, Unexpected Encounters, Decision Makers, Business Leaders, Policy Makers, Incentives/Referral)

Newsletter (Senior Center, Neighborhood, Nutrition Center)

Zero Session

Chamber of Commerce

Media Outlets (Local Programs, Press Releases)

TV (in hospital/clinic waiting rooms)

PSAs

Pharmacies (Flyers, Inserts, Brochures)

Church Bulletin

Radio (Talk Shows, Local/Interview Program, PSAs)

Flyers (Doctor's Office, OT/PT Clinics, Grocery Bags, Newspapers, Banks, Churches, Post Offices, Buses, Senior Center, Workplace, Clinics)

Mail/E-mail List (E-mail buddies, to community organizations)

Health Fairs

Cross Advertise with Other Programs

Locations to Advertise (Schools, Doctor's Offices, Health Clinics, Community Centers, Senior Centers, Buses, Hospitals, Nutrition Centers, Chiropractors, Park Benches, Libraries, Dentists, Church Gatherings)

Social Media (Facebook, Twitter, LinkedIn)

Brochures (to Doctors)

Grocery Store Dividers

Bulletin Boards (Local Businesses, Hospitals, Grocery Stores)

Show Excitement for the Program

Bring a Friend (applies to only week 1&2)

Referrals from hospitals, clinics and doctors

Information gathered from March 2012 Missouri CDSMP Leader Refresher Workshop

Published March 27, 2012

Marketing Strategies from CDSMP Leaders

Hold workshop at same location multiple times (i.e. quarterly)

Presentations (Established groups who meet regularly, Churches, Doctors, Community (similar age groups), Club Meetings or Organizations)

Restroom Stall Doors

Reusable Grocery Bags

Giveaways

Posters with Dates/Sites

Utilize Champions who previously have taken the Course (Ambassador Program)

T-Shirts

Awareness Events at Walks/Fundraisers, i.e. AHA's Heart Walk

Coffee Cups and/or Sleeves

Personal Stories/Testimonials

Reunions (some last a few days and one Leader promoted at her Reunion)

RACs