

# Marketing in the Media

## Using a Public Service Announcement (PSA)

Contact your local radio station and ask to speak to the PSA or community affairs director. Give that person your “elevator speech,” stressing the prevalence of diabetes in your community. Explain the positive benefits of the *Living Well with Diabetes* workshop, and ask him or her to read your PSA on the air regularly.

If possible, have a past participant read the PSA. You can then include parts of their experience with diabetes and *Living Well with Diabetes* in the announcement.

Invite the radio station to say “brought to you by [station].” Send a “thank you” letter to the station, which will remind the PSA director of your “ask,” help strengthen your relationship, and may lead that person to support you again in the future.

### Sample PSA Script (30 seconds)

Do you have type 2 diabetes, pre-diabetes or live with someone who does? Take control of your life! Consider a *Living Well with Diabetes Workshop*, now available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. Workshops provide tips on reducing stress, eating better by reading nutrition labels, planning low-fat meals and preventing low blood sugar, making exercise fun, footwear, talking with your health care provider, and more. For details visit [www.mnraaa.org](http://www.mnraaa.org) or call [PHONE NUMBER]. That's [REPEAT NUMBER]. *Living Well with Diabetes* — your path to the healthy life you want. A message from [AGENCY] and [RADIO STATION].

## Sample Newsletter Article

Contact Information:

[NAME] [AGENCY]  
[ADDRESS]  
[CITY, STATE ZIP]  
[PHONE]  
[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

***Living Well with Diabetes* workshops help [CITY/COUNTY] residents with diabetes live better. Sessions help people reduce stress, prevent complications, increase energy, and be in control of their health.**

[CITY], MN—For people with type 2 diabetes, good medical care is just half of the equation. Equally important is their ability to make healthy decisions, follow their doctor’s recommendations, and manage their condition.

*Living Well with Diabetes*, a workshop offered in [CITY/COUNTY], teaches people with type 2 diabetes and pre-diabetes to do just that. Participants have less stress, fewer complications, more energy, and fewer hospitalizations. It is for adults of all ages who have type 2 diabetes, pre-diabetes or live with someone who does. The workshop is offered at [LOCATION] and begins [DATE].

There’s a significant need for support for people with diabetes, which the Centers for Disease Control and Prevention calls the most common, costly, and preventable of all U.S. health problems. Diabetes can affect many parts of the body and is associated with serious complications, such as heart disease and stroke, blindness, kidney failure, and lower-limb amputation (CDC, 2014).

“The good news,” says [local instructor, partner or program administrator], “is that people who know how to take care of their diabetes can live successfully with their disease. The *Living Well with Diabetes* workshops are a wonderful complement to medical care, equipping people to live well outside the doctor’s office so they can make the most of their treatment and live the lives they want.”

*Living Well with Diabetes* workshops are delivered in six two-and-a-half-hour weekly sessions. They are taught by two certified leaders; either one or both are non-health professionals who have diabetes themselves and will lead the workshop from their own experience.

[Insert a quote from a local leader that explains why they got involved and the benefits they see the workshops offer participants. For example: “It is amazing to see the

change that occurs after people go through the workshop,” says [local leader]. “People are more confident, energetic and have a new support system in place, all of which helps them lead a healthier life.”]

During the six-week session, participants receive support from trained leaders and other workshop participants. They learn practical ways to manage their stress and fatigue, how to eat healthy, exercise options, foot care, relaxation techniques, better ways to communicate about their diabetes with doctors and family members, problem-solving and goal-setting.

[Insert a quote from a participant about the positive benefits they have experienced from taking the workshop].

*Living Well with Diabetes* was created by Stanford University’s Patient Education Research Center and is supported by Minnesota Area Agencies on Aging. The state’s goal is to put healthy options within reach for all Minnesotans, and offering these self-management workshops is a way to ensure that people with chronic diseases like diabetes have the support they need to access those options and live well.

For information on workshops in your area, visit [www.mnraaa.org](http://www.mnraaa.org) or call [phone number].

#### Citation

Centers for Disease Control and Prevention. *National Diabetes Statistics Report: Estimates of Diabetes and Its Burden in the United States, 2014*. Atlanta, GA: U.S. Department of Health and Human Services; 2014.

## Sample Media Release

Contact Information:

[NAME] [AGENCY]

[ADDRESS]

[CITY, STATE ZIP]

[PHONE]

[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

[CITY], MN – [SPONSORING AGENCY] will be offering a *Living Well with Diabetes* Workshop series beginning [DATE] at [LOCATION].

*Living Well with Diabetes* is a six-week program designed by Stanford University for people who have type 2 diabetes, pre-diabetes, or live with someone who does. During the six-week session, participants receive support from trained leaders and other workshop participants. They learn practical ways to manage their stress and fatigue, how to eat healthy, exercise options, foot care, relaxation techniques, better ways to communicate about their diabetes with doctors and family members, problem-solving and goal-setting.

The goal is to help people better manage their health conditions and deal with the frustration, fatigue, and pain that can accompany diabetes.

Participants also benefit from meeting other people with similar challenges and learning how they cope.

Past participants report increased energy, reduced stress, more self-confidence, and fewer doctors' visits as a result of taking the *Living Well with Diabetes* workshop.

To register or for more information for the upcoming workshop, contact [AGENCY CONTACT INFORMATION].

## Submitting Notices to a Community Calendar

Calendar listings in local media outlets may be helpful for promoting a workshop.

Every media outlet has a different process for submitting information to its calendar. Review their website first to see if it lists “Events.” Next, click on “Contact Us.” Often, the email address for submissions will be listed. If not, you can send an email to the general email address with “Calendar/Event Listing” in the subject line. The local newspaper may also have information on how to submit a calendar listing.

Most outlets have guidelines for submitting calendar listings.

Common information includes:

- Event title
- Date, day, and time of event
- Location
- Address
- City and ZIP code
- Phone number
- Website
- Cost
- How people can register
- Brief description of the workshop

## Sample Notices for a Community Calendar

### **Sample 1:**

**Take Charge, Feel Better!** *“I was tired and stressed out. Diabetes was my boss. It was always telling me what I couldn’t do. The Living Well with Diabetes workshop put me back in charge. Now I have the energy to do the things that matter. I’m in control now. I put life back in my life.”* A six-week *Living Well with Diabetes* workshop for people with type 2 diabetes, pre-diabetes, or for someone who lives with a diabetic will be offered at [LOCATION] from [DATE, TIMES]. To register or to receive more information, call [NUMBER] or visit [WEBSITE]

### **Sample 2:**

Take control of your life by participating in a *Living Well with Diabetes* workshop! If you or someone you care about has type 2 diabetes or pre-diabetes, this workshop can help you thrive.

You’ll get the support you need, find practical ways to discover better nutrition and exercise choices, deal with stress, understand medication usage, foot care, and learn better ways to talk with your health care professional.

To register or to receive more information, [CONTACT INFO].