

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 chronic conditions in your community. Explain the positive benefits of the *Living Well with Chronic Conditions* 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 their chronic condition and the *Living Well with Chronic Conditions* workshop 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 deal with pain, fatigue, or limitations on a regular basis? Take control of your life! Consider a *Living Well with Chronic Conditions* workshop, now available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. Workshops teach effective techniques on how to deal with pain, frustration, fatigue, and emotions. Additional topics include exercise, healthy eating, and working with the healthcare system. For details visit www.mnraaa.org or call [PHONE NUMBER]. That's [REPEAT NUMBER]. *Living Well with Chronic Conditions* — 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 Chronic Conditions* workshops help [CITY/COUNTY] residents with chronic conditions live better, healthier lives. Sessions help people reduce stress, prevent complications, increase energy, and be in better control of their health.**

[CITY], MN— A chronic condition is any health problem that is long term. This includes arthritis, heart disease, depression, obesity, anxiety, diabetes, and more. For people with chronic conditions, good medical care is just part of the equation. Equally, if not more important is their ability to make healthy decisions, follow their doctor's recommendations, and manage their condition.

Living Well with Chronic Conditions, a workshop offered in [CITY/COUNTY], teaches people with chronic conditions to do just that. Participants have less stress, fewer complications, more energy, and feel in control. It is for adults of all ages who have a chronic condition 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 chronic conditions. Half of all adults have at least one chronic condition. Most of them are costly and preventable (CDC, 2017).

"The good news," says [local instructor, partner or program administrator], "is that people who know how to take care of their chronic condition can live successfully with their disease. The *Living Well with Chronic Conditions* 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 Chronic Conditions workshops are delivered in six 2.5 hour weekly sessions. They are taught by two certified leaders; either one or both are non-health professionals who have a chronic condition 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 effective techniques on how to deal with pain, frustration, fatigue, and emotions. Additional topics include exercise, healthy eating, better ways to communicate about their condition 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 Chronic Conditions 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 conditions have the support they need to access those options and live well.

For information on workshops in your area, visit www.mnraaa.org or call the Senior Linkage Line at 1-800-333-2433.

Citation

Centers for Disease Control and Prevention (June 2017). *Chronic Diseases: The Leading Causes of Death and Disability in the United States*. Retrieved at <https://www.cdc.gov/chronicdisease/overview/>

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 Chronic Conditions* Workshop series beginning [DATE] at [LOCATION].

Living Well with Chronic Conditions is a six-week program designed by Stanford University for people who have chronic conditions, or live with someone who does. A chronic condition is any health problem that is long term. This includes arthritis, heart disease, depression, obesity, anxiety, diabetes, and more. During the six-week session, participants receive support from trained leaders and other workshop participants. They learn effective techniques on how to deal with pain, frustration, fatigue, and emotions. Additional topics include exercise, healthy eating, better ways to communicate about their condition with doctors and family members, problem-solving, and goal-setting.

The goal is to help people better manage their health conditions and live a healthy life.

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 feeling in control as a result of taking the *Living Well with Chronic Conditions* 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. My arthritis was my boss. It was always telling me what I couldn’t do. The Living Well with Chronic Conditions workshop put me back in charge. Now I have the energy to do the things that matter. I’m in control of my life.”* A six-week *Living Well with Chronic Conditions* workshop for people with chronic conditions, or for someone who lives with them 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 Chronic Conditions* workshop! If you or someone you care about has a chronic condition such as; arthritis, heart disease, depression, obesity, anxiety, diabetes, or others this workshop can help you thrive.

You’ll get the support you need, find practical ways to deal with pain, frustration, and fatigue. You will also learn tips on exercise, healthy eating, ways to communicate better with doctors and family members, problem-solving, and goal-setting.

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