

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 fear of falling in your community. Explain the positive benefits of the *A Matter of Balance* 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 fear of falls and *A Matter of Balance* 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 concerns about falling? Take control of your life! Consider *A Matter of Balance* Workshop, now available in [COUNTY/CITY], beginning [DATE] and meeting 8 times for two-hour sessions. Workshops will teach strategies and tips on how to reduce falls and promote exercise to increase strength and balance. For details visit www.mnraaa.org or call [PHONE NUMBER]. That's [REPEAT NUMBER]. *A Matter of Balance* — 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]

***A Matter of Balance* workshops help [CITY/COUNTY] residents concerned with falls live better. The workshop teaches strategies and tips on how to reduce falls and promote exercise to increase strength and balance.**

[CITY], MN—For people with a history of falls or a fear of falls good medical care is just half of the equation. Equally important is their ability to set realistic goals, change their environment, find practical solutions, and increase their physical activity.

A Matter of Balance, a workshop offered in [CITY/COUNTY], teaches adults to do just that. Participants will learn to view falls and fear of falling as controllable, set realistic goals for increasing activity, how to change their environment to reduce fall risk factors, and exercises to increase strength and balance. The workshop is offered at [LOCATION] and begins [DATE].

There's a significant need for support for people who are prone to fall. Falls are the leading cause of injury hospitalization in the US, with approximately 2.2 million treated in emergency departments each year. 1/3 to 1/2 of older adults acknowledge fear of falls. Fear of falling is associated with; depression, decreased mobility and social activity, increased frailty, and increased risk for falls as a result of deconditioning (CDC, 2017).

"The good news," says [local instructor, partner or program administrator], "is that people who know how to reduce their risk of falling and how important exercise is have the confidence to make the changes necessary and are able to live the lives they want."

A Matter of Balance workshops are delivered in eight two-hour sessions, usually either weekly or bi-weekly. They are led by volunteer lay leaders called coaches. A guest healthcare professional will also visit a class to discuss falls and answer questions.

[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.”]

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

A Matter of Balance was developed by the Roybal Center at Boston University and is supported by Minnesota Area Agencies on Aging. The program is also supported and approved by the National Council on Aging (NCOA) and the Administration on Aging (AoA). 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 fear of falls or at risk for falls have the support they need to live well.

For information on workshops in your area, visit www.mnraaa.org or call [phone number].

Citation

Centers for Disease Control and Prevention. *Injury Prevention and Control*. May 17, 2017. Retrieved at www.cdc.gov/ncipc/factsheets/fallcost.htm

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 Matter of Balance* Workshop series beginning [DATE] at [LOCATION].

A Matter of Balance is a workshop designed for adults who are concerned about falls, have sustained a fall, are interested in improving flexibility, balance, and strength, and that are 60 and over, ambulatory and able to problem solve. During the eight two-hour sessions participants learn how to view falls and fear of falling as controllable, set realistic goals for increased activity, change their environment to reduce fall risk factors, and promote exercise to increase strength and balance.

The goal is to help adults live a healthier more productive life.

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

Past participants report increased confidence, awareness, and physical ability as a result of taking *A Matter of Balance* 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 so worried that I would fall I was starting to avoid getting out”. A Matter of Balance workshop gave me the knowledge and confidence I needed. Now I can do the things that matter without fear. I’m in control now.”* A Matter of Balance is a workshop for people with fear of falling and is offered at [LOCATION] from [DATE, TIMES]. The work shop is in 8 parts meeting [weekly or bi-weekly] for two hours each session. To register or to receive more information, call [NUMBER] or visit [WEBSITE]

Sample 2:

Take control of your life by participating in *A Matter of Balance workshop!* If you or someone you care about has a fear of falling or is at risk for falling, this workshop can help them.

You’ll get the support you need, find practical ways to reduce risk factors, increase your strength and balance, and regain your confidence to move.

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