

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 *Tai Ji Quan: Moving for Better 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 *Tai Ji Quan: Moving for Better 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? Do you have problems with balance? Take control of your life! Consider *Tai Ji Quan: Moving for Better Balance* Workshop (*pronounced: tie-gee-chwan*), now available in [COUNTY/CITY], beginning [DATE] and meeting 2 times a week for 60 min sessions.

Tai Ji Quan has been shown to: improve balance, improve strength, improve performance in functional walking activities and prevent falls.

For details visit www.mnraaa.org or call [PHONE NUMBER].

That's [REPEAT NUMBER]. *Tai Ji Quan: Moving for Better 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]

***Tai Ji Quan: Moving for Better Balance* workshops help [CITY/COUNTY] residents concerned with falls live better.**

[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.

Tai Ji Quan: Moving for Better Balance (TJQ), a workshop offered in [CITY/COUNTY], is designed for older adults and people with a history of falls, balance disorders, leg muscle weakness, abnormal gait or walking difficulty. The program is able to accommodate people with a mild level of mobility difficulty (e.g., people who are occasional cane users).

TJQ has been shown to:

- Improve balance
- Improve strength
- Improve performance in functional walking activities
- Prevent falls

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.”

Tai Ji Quan: Moving for Better Balance workshops are delivered in two 1-hour sessions for 12 weeks. They are led by a certified leader.

[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

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

Tai Ji Quan: Moving for Better Balance was developed by Dr. Fuzhong Li at the Oregon Research Institute. TJQ represents a substantive enhancement of traditional Tai Ji Quan training and performance as it transforms martial arts movements into a therapeutic regimen aimed at improving postural stability, awareness and mindful control of body positioning in space, functional walking, movement symmetry and coordination, range of motion around the ankle and hip joints, and lower-extremity muscle strength.

Tai Ji Quan 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 fall prevention 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 *Tai Ji Quan: Moving for Better Balance* Workshop series (*pronounced: tie-gee-chwan*) beginning [DATE] at [LOCATION].

Tai Ji Quan: Moving for Better Balance is a workshop designed for older adults who are concerned about falls, have sustained a fall, and are interested in improving flexibility, balance, and strength. During the 12-week course participants will meet two times weekly for 60 minutes. They will learn balance training exercises that transform martial arts movements into a therapeutic regimen.

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

Past participants report increased confidence, awareness, and physical ability as a result of taking *Tai Ji Quan: Moving for Better 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”. Tai Ji Quan: Moving for Better 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.”* Tai Ji Quan: Moving for Better Balance is a 12-week course where participants meet two times weekly for 60 minutes it is 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 *Tai Ji Quan: Moving for Better 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, learn balance training exercises, increase your strength, and regain your confidence to move.

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