

## Archived Better at Home HUB Discussions and Resources

### Category: **ADVERTISING, MARKETING and OUTREACH**

#### **“View from the Field”** – helpful hints from **Regional Community Developers (RCDs)** *previously Planners*

##### ➤ **Getting the word out and presenting /sending flyers**

- local service clubs such as Rotary, Lions, the Legion, etc. (this has the double benefit of bringing in potential clients and volunteers)
- various departments within the local Health Authority infrastructure, including Home Support, Long Term Care Nurses, Care Aides, Community Health Workers, outreach workers, and social workers
- seniors clinics at local hospitals; stroke recovery groups
- Community Response Networks and Divisions of Family Practice
- Seniors Planning Networks / Seniors Action Tables
- recreation centres, seniors centres, community centres, social activity associations, churches and other faith-based groups, cultural associations, libraries
- Peer Support groups, Lunch with the Bunch, Meals on Wheels, Neighbourhood Houses, Food Banks, Legal Advocacy, Tax Clinics, ESL classes for seniors, Immigrant Services, etc.
- medical clinics, seniors complexes, pharmacies, physiotherapists, and doctor's offices

##### ➤ **Formalized media**

- paid media (e.g. small ads in local newspapers and other print media)
- Shaw TV (short, two-minute special on Better at Home)
- disseminating messages through e-newsletters, websites, and social media (e.g. Facebook) because even if clients are not tech savvy, their family or friends may be

##### ➤ **Building relationships**

- staff at local newspapers and radio stations (program staff develop event information, op-eds and articles that are regularly featured for no charge)
- collaborating with other senior-serving organizations to have Better at Home mentioned in other newsletters distributed to older adults
- the local taxi service (this works well in smaller communities or if you have a good relationship with one or two small local taxi companies that offer senior discounts and may be an important connection to the seniors population)
- seniors who value the Better at Home services and refer family or friends in need
- local MLA offices (often they will want updates on the program and will hand out information at speaking engagements)
- local businesses interested in sponsoring/partnering with Better at Home

##### ➤ **Outreach to isolated seniors**

- liaising with staff and residents at low-income seniors housing facilities to promote program services
- creating relationships with the building managers of seniors housing complexes (this often helps to connect with isolated seniors)
- connecting with Flu Clinics (for some isolated seniors, this is a rare venture outside home)
- connect with Home Care workers and pharmacists—they will often know of isolated seniors who could benefit from Better at Home

➤ **Other strategies**

- Some programs have staffed a booth or table at community events, including Health Fairs. This may incur a cost to the program but is often a worthwhile way to offer in-person information to the public.
- Ensuring your Better at Home program is listed in your local printed and online community services directories, senior services directories, etc. is key (eg. 211)

## Questions and Answers from 'Discussion Forum'

### 1. Where can I get an editable BH brochure?

Most relevant response(s) from Discussion Forum:

- a. Use the Provincial Office template provided
- b. To build your own: Power Point, Microsoft Word or Publisher offers some templates.

### 2. Does anyone have other promotional, advertising and marketing ideas you have purchased to promote your program?

Most relevant response(s) from Discussion Forum:

- a. We have 4 brochures – one is the general overview about the program. One deals with housekeeping (what the housekeeper will and won't do). One is the Volunteer Handbook and outlines all the volunteer positions available and their job descriptions. The last one is the FAQs brochure, where I answered the questions that I am asked most often.
- b. We use posters for special occasions and update our website home page 'blog' style. We also have a Facebook page. We have tapped into email newsletters circulated by other organizations and regularly have events and opportunities in them.
- c. We regularly advertise on a 'tent' style community bulletin that is found on restaurant table all over town.
- d. An important thing to remember is to keep the promotional materials easy to read and understand and to keep them updated. Keep track of the questions people ask - it's a good guide to a FAQs info sheet, or page on your website or whatever way you want to present it.
- e. I cannot stress how important it is to have good relations with the media. Buy an occasional ad and make it easy for them to do (provide all the info they need in the form they prefer) and you'll be rewarded with many times its worth in free promotion and articles.

### 3. What is your experience with using magnets? Please share names of companies, design, size, etc.

Most relevant response(s) from Discussion Forum:

- a. We use 4Imprint and you can check online for their catalogue. They were pretty reasonable for business card sized magnets.
- b. We use more local companies for ease of delivery and to support local economy.
- c. Go through Vistaprint.