



Health and Human Services

Operational Policy Title: Marketing Outreach

Division: Aging & Disability Resource Center (ADRC)

Effective Date: 4/19/11 **State Approval Date:** **Updated:**

I. Purpose:

It is the policy of the Aging & Disability Resource Center (ADRC) of St. Croix County to develop and implement an ongoing program for Marketing, Outreach, and Public Education to make ADRC services known to people age 60+, adults with disabilities, and their families and caregivers regardless of income.

II. Procedure:

- A. A Marketing, Outreach, and Public Education Plan will be developed to guide planning and implementation of all activities for the following year. The Plan will include:
1. A variety of methods including newspapers, newsletters, phone book listings, television, radio, billboards, posters, brochures, mailings, web sites, health and wellness fairs, and personal presentations and interviews.
 2. Both paid and unpaid activities will be considered and all decisions will be within budget allowed.
 3. Marketing giveaways will be purchased and made available at the ADRC and other appropriate locations.
 4. Monetary and In-kind sponsorships will be provided to organizations for local events planned for older people and adults with disabilities. For example:
 - a. Alzheimer's Conference
 - b. Volunteer Driver Training
 - c. Youth Transition Conference

- d. Caregiver Conference
 - e. Health & Wellness Expo, etc.
5. The Plan will include activities aimed at reaching all potential ADRC customers including:
- a. People age 60+ of all incomes
 - b. Adults with disabilities of all incomes
 - c. Families and caregivers
 - d. St. Croix County employees and decision makers
 - e. Staff of community agencies, organizations, and support groups that work with the same people as the ADRC
 - f. Service club members
 - g. Chamber of Commerce and businesses (caregiver issues)
 - h. High school counselors and special education teachers in all school districts within the county
 - i. Housing management including independent apartments, Assisted Livings, Community Based Residential Facilities, Residential Care Apartment complexes, Nursing Homes.
 - j. The medical community
 - k. Village and rural township office and emergency personnel
 - l. Church personnel and members
- B. The state ADRC logos will be used on all materials.
- C. ADRC staff will actively participate on boards and committees to represent the views and interests of ADRC customers. ADRC will provide the leadership role in organizing and scheduling quarterly ADRC Information & Exchange meetings for professionals in the area.
- D. ADRC Board members and Subcommittee members will be encouraged to actively educate individuals and groups they are in contact with about ADRC services.
- E. Survey tools measure and evaluate effectiveness of Marketing, Outreach, and Public Education activities. This information is incorporated into quarterly reports to the Council on Aging & Disabilities and the Annual Report to the county board.

III. Plan for Assessing Effectiveness of Marketing Activities:

The number of consumer contacts is one of the best indicators of the effectiveness of marketing activities. The ADRC aims to achieve the following goals in 2011:

Goal 1: Achieve a minimum of 1,020 contacts by and in regard to elders each year. (Eighty contacts per year for every one thousand adults age 60+ living in St. Croix County.)

Goal 2: Achieve a minimum of 640 contacts by and in regard to adults with any disability each year. (Eighty contacts per year for every one thousand adults with any disability living in St. Croix County.)

Approved by:

Fred Johnson, HHS Director

Date

Brad Beckman, ADRC Manager

Date