

Marketing, Outreach, and Public Education

ADRC Operations Manual

I. Introduction

ADRCs are required to develop and implement ongoing marketing, outreach, and public education activities for the target populations that they serve. ADRCs should target their marketing, outreach, and education activities based on locally collected ADRC data, statewide data, and other findings from DHS.

ADRCs need to communicate with businesses, community organizations, health care providers, and long-term care providers in their service area to ensure community awareness of ADRC services. ADRCs should tailor communication to these community partners based on the mission and needs of the partner agency.

ADRCs are required by state statute and administrative code to perform outreach to the community and target populations served.

II. Operational Policies and Procedures

A. Statutory References

[Wisconsin Stat. § 46.283](#)

[Wisconsin Admin. Code ch. DHS 10](#)

B. Allowable Funding Sources and Expenses

ADRC (link pending)

MIPPA (link pending)

C. Policy Requirements

[Conflict of Interest \(P-02923-03\)](#)

III. Requirements for Performing Marketing, Outreach, and Public Education

A. Marketing, Outreach, and Informational Materials

1. Statewide Consistency

ADRCs need to use the standardized marketing materials developed by DHS. Those materials include:

- [ADRC Brochure \(P-00122\)](#)
- [ASL Video Overview of ADRC Services](#)

Marketing and other informational materials developed by or for the ADRC need to comply with DHS guidelines, discussed below, to ensure consistency and brand identification statewide.

2. Brand Identification

The ADRC logo is an important tool intended to ensure consistency and brand identification statewide and to inform customers that the ADRC is committed to the goals, vision, and mission of the ADRC initiative. Marketing and other informational materials developed by or for the ADRC need to comply with these DHS guidelines to ensure consistency and brand identification statewide. All official ADRC public information must include the ADRC logo with the wording “Aging and Disability Resource Center” in the logo’s blue and white color scheme. If the document is a black and white printed document, the ADRC logo can be black and white.

The size and placement of the logo should be developed with aesthetics, readability, and practicality in mind. The ADRC logo should be featured on all print, electronic (including website and social media), and other marketing materials. When the ADRC logo is displayed with other agency logos, a disclaimer must be used on the materials indicating that the ADRC cannot endorse or recommend any organization, product, or service. A formal licensing agreement is not required in these instances.

a. Logo Specifications

ADRC logo font specifications are as follows:

“A” is constructed and not a font.

“DRC” is Amienne Bold.

“of” is Arial Narrow.

“Aging & Disability Resource Center” is Myriad Roman.

ADRC logo color specifications are as follows:

Spot color: Pantone 3005

CMYK: Cyan = 100%; Magenta = 34%; Yellow = 0%; Black = 2%

RGB: Red = 0; Green = 119; Blue = 200

Hex: #0077C8

3. Objective and Unbiased Content

ADRC outreach, marketing, and informational materials must be objective and cannot indicate a preference for, recommend, or favor particular programs or providers. All ADRC marketing materials must be separate from any marketing for health or long-term care providers or programs.

4. Accessible Materials

Materials used or developed by the ADRC must be accessible to all customers. This includes those who have limited English proficiency, visual impairment, or hearing impairment.

5. Using a Professional Marketing Firm

ADRCs may hire a professional marketing firm to assist with marketing and outreach. Professionals can focus the ADRC's efforts, save time, and help the ADRC be more effective in its strategies. Marketing professionals can assist with a variety of tasks including, but not limited to, developing a marketing plan, developing radio or television spots, identifying media opportunities, and assisting with gaining access to the media. For ADRCs that are considering the use of a professional marketing firm, it is important to be prepared for the cost associated with this type of service. It can be expensive.

B. Marketing and Outreach Plan

ADRCs are encouraged to develop a marketing and outreach plan for their agency. A marketing and outreach plan is a tool the ADRC can use to be intentional about their marketing and outreach efforts. Components of a good marketing plan should include:

- Focus area(s).
- Goals.
- Activities.
- Budget.

Selecting a focus area or areas can help an ADRC determine which activities to participate in or contribute to. It is important to consider any unique circumstances that may be occurring in the ADRC service area when selecting a focus area. For example, if the ADRC is aware of an issue impacting their target populations (for example, caregiving needs), it could choose to focus its marketing and outreach efforts on this area.

An effective marketing plan should also have goals. Setting and measuring goals is the best way for an ADRC to know if its plan has been successful. Measurable goals can also assist the ADRC when making decisions about future marketing and outreach plans and participation. Consider setting SMART goals in the plan. These are goals that are specific, measurable, attainable, relevant, and time-bound.

Planning for marketing and outreach activities will allow an ADRC to use its personnel and financial resources wisely. Being organized and purposeful about event participation can contribute towards the ADRC's success with outreach.

This can allow ADRCs to purchase appropriate amounts of promotional items, print materials, and staff time to be prepared and really showcase the services of the ADRC.

Effective marketing and outreach can be costly. To maximize its resources, an ADRC should set a budget and plan how that budget will be used for the year.

C. Marketing, Outreach, and Public Information Activities

Participation in community events and other marketing, outreach, and public information activities must be objective and cannot indicate a preference for, recommend, or favor particular programs or providers.

1. General Principles

ADRCs should follow some general principles when performing any marketing, outreach, or public information activities:

- Have a clear, simple message.
- Be consistent.
- Use a variety of marketing methods and activities.
- Use more than one method at a time.
- Keep it up. Try continuous marketing in several venues.
- Try new things.
- Repeat those efforts that generate increases in call volume.
- Don't discount word of mouth. It is very important, but be aware that it takes time to build (see "Internal Marketing," below).

2. Marketing to County Partners

Educating and involving people who work for and with the ADRC on a regular basis can be one of the most effective and reliable ways to get the word out. Employees of the ADRC, human service department, and other county agencies can be effective ambassadors for the ADRC and good sources of referrals. It is important to make sure that people in

the ADRC's public and community service agencies know about the ADRC and what it can do to help. Train volunteer drivers and other transportation providers on the ADRC and how to refer people to it.

Providing in-service trainings for other county or municipal departments, such as the sheriff or emergency responders, can help them to connect customers with the ADRC.

When selecting candidates for ADRC board member vacancies, remember that board members should be advocates and ambassadors for the ADRC. Individuals who are outgoing and connected in the community make strong candidates for the ADRC board.

3. Marketing to the Public

There are many ways to market the ADRC to the public.

Media

Publicizing the availability of the ADRC in a variety of places, including the phone book, newspaper, radio, local television, community bulletins, and internet, are all effective ways to promote the ADRC.

Informational Sessions

Presenting informational sessions to existing groups or at events is an effective way to share information about the ADRC with large, targeted groups of people. Service clubs, religious organizations, local chambers of commerce, and consumer groups often seek educational opportunities for their members and may welcome an informational session about the ADRC. Provide brochures and other informational materials to those in attendance so that they can share the information with other people in the community.

Public Spaces

ADRCs may also choose to market the ADRC to the public with billboards or other community-wide opportunities. If your community has public transit such as city buses, there may be opportunities to place ADRC advertising on the inside or outside of transit vehicles.

Giveaways

Investing in "giveaway" promotional items with the ADRC logo and contact information is an effective, supplemental marketing strategy. When purchasing giveaway items, consider items that professionals or customers would find beneficial. Customers may find items like pens, refrigerator magnets, jar top openers, pill boxes, and water bottles

useful. Professionals may be interested in items like brochures, tote bags, and magnets with contact information. Giveaway items can be especially useful for resource fair events where you want to draw people over to an ADRC booth or table.

4. Community Event Participation

Participating and collaborating in community events can be an effective way for the ADRC to reach a large number of individuals in a cost-effective manner. The ADRC must be careful to maintain an independent, objective, and unbiased reputation in the community. If the ADRC contributes time or resources to one community event, then the ADRC must make similar contributions to other community events. The ADRC is not required to participate in or contribute to all community events but should make a good-faith effort to balance contributions and participation.

If an event is hosted by the ADRC, it must be open to all community members. If the ADRC is participating in an event hosted by a different community organization, the event does not need to be open to all community members, provided the ADRC is available to participate in similar events for other community organizations.

The ADRC must never share personal information on event participants with other event partners without the written consent of the participant.

a. Funding an Event

The guidelines for funding an event apply whether the ADRC is fully or partially funding an event. If an ADRC reaches out to a community partner for financial support to hold an event, it must reach out to all similar community partners in its service area for financial support. It is acceptable for the ADRC to fund an event with only the community partners who choose to contribute as long as all similar community partners are contacted to request participation or contributions. The ADRC may limit a community partner from advertising or promoting the community partner's organization, products, or services at an event. The ADRC must be a good steward of public funds and consider costs when planning or participating in an event. For example, if there is more than one location available for an event, the ADRC should select the least expensive option, assuming all other conditions are equal. The ADRC may participate in fundraising events to raise awareness of the ADRC and its services. However, the ADRC may not donate money to these events using ADRC funds. An ADRC cannot participate in fundraising events that are related to public office.

b. Hosting or Organizing an Event

If the ADRC plans to invite at least one community partner to an event the ADRC is hosting or organizing, then the ADRC must invite all similar community partners in its service area. If this is not practical due to the number of providers, then the ADRC must randomly choose a sample of similar community partners. It is acceptable for the ADRC to limit the number of invited organizations due to budget or venue restrictions. For example, if the ADRC organizing a senior health fair has space for five home care agencies, and there are 50 home care agencies in the county, the ADRC should randomly invite a reasonable number of agencies to achieve the five attendees. If the event pertains to a specific geographical region, the sample must be taken from that region. For example, if a regional ADRC is hosting an event pertinent to only one county in the region, then the sample will be taken from the specific county which is the focus of the event.

The ADRC may limit a community partner from advertising or promoting the partner's organization, products, or services at the ADRC hosted or organized event.

5. Press Events

Press events, press conferences, and media releases are all extremely effective media tactics because they can attract all local media to one place or one story, allowing an ADRC to deliver a message at a single time to the entire target audience. Press-related events are also free of cost and reach a large audience. Local media attention can be a very effective strategy for ADRCs, especially when marketing budgets are limited.

When working with media, identify the best representative within your agency to deliver the message. Choose someone who is comfortable being in front of a camera and being interviewed by reporters. Whenever possible, provide the press with supplemental materials to help inform and develop their story.

Relationship building is the key to success with the press and media. Take time to build relationships with your local stations. Having relationships with local reporters will increase the likelihood that they will respond to press releases from the ADRC and develop a full story. Some ADRCs have been able to develop relationships that have led to regular spots on television and radio in their communities. Obtain as much free airtime as you possibly can; paid advertising can be quite expensive.

6. Writing Newspaper Columns

Many ADRCs publish their own newspapers or newsletters, often in partnership with their local aging unit programs. These local newsletters are a great way to share targeted information about the ADRC with the readers.

ADRCs may also have opportunities to write articles for local newspapers, perhaps through a guest column or a letter to the editor. ADRCs may also be interviewed by local newspapers for stories that the reporters are writing. In any case, it is important to keep your information as focused as possible so the reader can easily understand it. If you have local data and statistics that help inform a story, use it. It is better to use local data rather than statewide or national data whenever possible. Lastly, share human interest stories about local people. This helps keep the reader engaged, connected, and more likely to have interest in the topic.

7. Social Media

Social media platforms are another way for ADRCs to share their information with a targeted audience. Creating a social media page is a great way to share information about events that the ADRC is hosting. It is also a good way to socially engage with followers by sharing interesting stories and facts. Social media is also an effective way to engage local press on things that are happening at the ADRC. Although press releases are an effective strategy, most members of the press look to social media first to get their news stories.

ADRCs may also want to have social media pages specific to programs or target populations. For example, some ADRCs have social media pages specific to their dementia-friendly community outreach work.

Social media is another cost-effective tool for marketing and outreach as it is typically free of charge and reaches a large number of people.

IV. Additional Resources and Tools

[ADRC Commercials](#)

[Marketing Materials](#)

[ADRC Brochure – multiple formats](#)

[ADRC Brochure – multiple languages](#)