**Aging & Disability Resource Center Planning & Policy Committee**

**Marketing Topical Work Group**

**Introduction:**

There is no built-in brand awareness around the *Aging & Disability Resource Connection* program in Washington State. Many populations and other service providers are unaware of what is available to them across the State and in their communities. Building public awareness and brand identification will be important. The state and proposed ADRC organizations are likely to have limited funds to do outreach; however, there will be a need for coordination and clarity around the nature of state and local marketing and outreach efforts. In times of limited resources, it is more important than ever to pool resources and take advantage of coordinated document and media development.

Additionally, since ADRCs seek to increase access not only to public services, but also to private service providers, those providers may desire to participate in the ADRC marketing, outreach, and public information efforts as part of local coalitions.

**Scope of Work:**

This group would map out the key elements of the branding and public information campaign.

**Meetings:**

This group will meet 4 times with time in between for additional work, starting in June 2012.

Meetings will be online using the *GoTo Meeting* technology; and be scheduled using the online Doodle Poll tool – No need to travel.

**Deliverables** (copied from the expansion plan)**:**

* Strategy 1: Work with partners to develop an ADRC brand that is consistent, easy to remember, and provides a clear identity as a statewide program
  + The brand should be instantly recognizable and lend itself to multiple uses and formats, and at a minimum, should define a name of the statewide program and a tagline that can be tailored to local networks that facilitate easy identification via all forms of media.
* Strategy 2: Work with partners to develop a statewide marketing and education plan
  + Develop 2-3 key messages that clearly differentiate ADRC from other information and referral programs such as 2-1-1.
  + Develop targeted messages for individuals with disabilities and aging populations, their representatives and caregivers, service providers and partners, and the general public (including private pay).