ADRC EXPANSION PLAN

Marketing Topical Work Team Scope of Work

## Task Understanding

In Washington State, there is no built-in brand awareness around ADRCs. Many individuals and service providers are unaware of available services and supports, or where to obtain relevant information, understanding and help to access them. Building public awareness and visibility through brand identification and coordinated access processes is critical to successful ADRC statewide expansion. The state and current/proposed ADRC organizations are likely to have limited funds to market the program. Developing marketing materials that can be locally customized, coordinating state and local outreach efforts, and establishing one toll-free ADRC access number; will reduce costs for all while increasing visibility for all.

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 will map out the key elements of the branding and public information campaign.

* + - * Branding/Messaging
      * Marketing Materials
      * Vehicles for Messaging and Accessibility

## Deliverables

* Review and best practices of marketing/PR for social/information services
* Conceptual recommendations
* Key messages that help create an ADRC program identity for use statewide: the elevator description, key benefits to different groups, etc.
* Logo and banner development
* Outlines/directions for marketing collateral
* Development of messages, PSAs, and other marketing collateral for ADRC website, local ADRCs, and partners

## Potential Membership

* Janet Adams, ADSA DDD
* Mark Havens, Alzheimer’s Association of the Inland Northwest
* Dick Lundgren, Constituent, Family Caregiving
* Gretchen Thatcher, Constituent, Independent Living
* David Maltman, DD Council
* Eden Alexander, National Association of Professional Geriatric Care Managers
* Heather Hebdon, Family to Family, PAVE
* Shelly Zylstra, NW Regional Council ADRC
* Scott Kinney, Pierce County Community Connections
* Jeannette Barnes, ADSA DBHR
* Michael Wong, ADSA MDS Web Services
* Patty Morin, ADSA MDS Web Services
* Susan Shepherd, ADSA

## Meeting Plan

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| **Meeting 1**  June (end)  TBD | * + - * Overview, introductions       * Discuss goals of marketing plan: Outreach & Awareness, Promotion, Education       * Review marketing best practices for ADRCs nationwide       * Discuss elements of marketing plan: brand/message, collateral/materials and vehicles for accessibility       * Key Issue: State-level marketing information vs. local area |
| **Meeting 2**  July  TBD | * + - * Review of branding/messaging for social service sector (use Lewin Group Issue Brief)       * Benefits and importance of branding       * Core elements of branding       * Examples from other states       * Develop branding/messaging strategy and conceptual recommendations       * Approach       * Market assessment       * ADRC program identity (or identities) |
| **Meeting 3**  July  TBD | * + - * Marketing collateral/materials discussion:       * Key platforms (website, brochures, etc.)       * Website user interface       * Vehicles for messaging and accessibility       * How do we convey our message effectively?       * How do we ensure it’s accessible to the right audience? |
| **Meeting 4**  August  TBD | * + - * Review and revise Marketing Strategy       * Crosswalk with initial goals |