

## ADRC EXPANSION PLAN

### Marketing Topical Work Team Meeting #2 – 08/07/2012 (Draft 8/13/12)

#### LIST OF ATTENDEES

- Janet Adams, DDD
- Eden Alexander, LISCW
- Jeannette Barnes, ADSA DBHR
- Heather Hebdon, PAVE
- Scott Kinney, Pierce County Community Connections
- David Maltman, DD Council
- Gretchen Thatcher, Independent Living
- Susan Shepherd, ADSA
- Brian Murphy, BERK (Consultant)
- Gary Simonson, BERK (Consultant)

#### MEETING NOTES

##### Greetings, Introductions and Where we are in the Process

- Brian Murphy reviewed the previous meeting content and the agenda for today
- Susan Shepherd commented that communicates need to be clear on what ADRCs do and what their scope is, differentiating them from other resources in the community.
  - In the target audience grid there are different age groups and populations with varying needs – this Work Team can provide good information about how to address these groups.

##### Core Messaging and Brand Discussion

- Brian Murphy reviewed the “branding 101” information.
- The group discussed the Brand & Core Messages discussion document.
  - Susan: I had not heard the “agency of end user” term, but it makes absolute sense.
  - Heather: Yes, need to focus on both of these. I also want to make sure that our communications are not just understandable to our peers, but also to the end users. Use more concrete language so they can really get a picture of it. Don’t say “collaborate” – not clear to end user what that means.
  - Gretchen: Agree that “agency of the end user” is too vague to communicate to end user. Concept is good.
- Scott: I think what’s missing is a focus on objective, unbiased information. ADRCs don’t push one service or another. They are friendly; the experience is like talking with a friend. Individualized response; not a canned message. We talk with them, tailor a plan, a response for each individual person. These messages about the experience are more important than dignity or choice. Remember our audience, including people with disabilities and people with differing levels of education.
  - David: I agree with what Scott is saying: if this were a restaurant, assume you’d be able to choose what’s on the menu. Focus on the quality of the food, the service. Focus on experience for individual.

- Heather: We should speak in specific, accessible terms, not in rhetoric. Not advocacy, but informed decisions. Focus internal discussions on communicating with end users. Love analogy of restaurant: good service, good food, fast. Say the ADRCs are a wonderful program: they are there to help you with what you want to have happened. You get to drive the process and move it forward. You get to choose about what you want. Focus on simple terms, not “long-term support and options counseling.”
- Scott: As a consumer, I want help. What can you do to help me, to make my situation better? Like a good neighbor, state farm is there. Be consistent in internal discussions.
- Gretchen: I agree we need to simplify, but not dumb it down. Don’t stereotype our varied audiences.
  - Susan: One of the populations to be targeted is pre-retirees. This private pay population is very different from low-income, geographically isolated populations.
- Jeannette: Use people first language. Clear, simple language that everyone can relate to.
- David: minimize use of jargon. Don’t stress trustworthy: you can’t convince someone you are trustworthy. You have to demonstrate it.
  - Eden: Add concepts that ADRCs “listen” and “work with you,” rather than “trusted.” Less abstract: more concrete experience.
- Susan: Training and national certification of staff may be important for some audiences.
- Susan: Tell personal stories, novellas. Speak to action and results.
- What images should be used in the marketing campaign?
  - David: It can be challenging to get good images of people with disabilities having these discussions. You may want to contact the ARC.
    - “Struggling with to call?” then show an image of a disabled person talking with a case worker or social worker.
  - Heather: Images are really central, as are real quotes supporting the images and telling people’s stories. Not slogans like “trusted to help.” Quote directly from person: person with disability holding a key: “This is the key to my house. I got it with the help of an ADRC.”
    - “This is my son at his job at Arby’s. He’s part of a team.” Or maybe a coworker says “I love working with Jonny.”
    - Picture of professional looking folks will never resonate with my son or with me.
  - Jeannette: Agree: show pictures of people who look like them.
  - Susan: Another important area to emphasize is care transitions such as coaching to help a person navigate the successful return home after a hospital stay. “I made it home from the hospital and feel in control of my health.” Use video stories of specific individuals: show real outcomes.
  - Eden: Use real stories and testimonials, with pictures, videos of real people. Use pictures of the people themselves, not the people who work there!
- **Logo**
  - Gretchen: A logo needs to be clear and legible for people with low vision or difficulty reading.

- Heather: Agree. We have talked about real life pictures. Could we use picture of person who is older, a person with disabilities, and a counselor. Shows visually who we are serving and who we are. Make it real and less abstract. Use map of Washington with lots of images of people. Or more abstract logo and use specific images locally.
- Scott: How would locals use a state logo? In combination with own logo?
  - Susan: Ideally co-logo to establish statewide brand in tandem with local brand.
  - It would be helpful to see co-logo options from other states.
- David: A statewide logo is in effect a franchise/stamp of approval showing they have met standards. Locals would lead with the local brand, with the state logo/stamp of approval prominently displayed elsewhere.
- Eden: I like the federal logo. It's clear and the font is good.
- Concern that it is the blue and gold is too Huskies. Perhaps tan and green representing wheat fields and western Washington.
- Scott: Make sure it is easy to replicate in black and white.
- David: I recommend minimizing the use of "aging" and "disability" and highlighting "care," "connections," and "community." Need to use aging and disabled words, but place less emphasis here. Don't want to turn away people who aren't.
  - Susan: good point. We went through a process of choose a name: the Aging and Disability Resource Connection. Still some concerns about that name. In the meantime, the federal agency name has changed and is now Administration on Community Living.
  - This group can make a recommendation about changing the name.
  - Options??
    - Community Resource Connection.
    - Community Living Connection.
    - Other?
- We need some ideas about what we would change the name to. We will discuss in next meeting.

## Targeted Audience Matrix

- Brian reviewed the structure of the matrix.
- Susan: Add individuals with disabilities, not just family members of people with disabilities.
- David: What is the purpose of this matrix?
  - To determine what the messaging should be for each target market and how we should reach them.
- PSAs either on TV or radio can work well for certain groups of people, especially older adults.
- Perhaps Weekly ADRC radio show.
- Some other specific groups were added to the matrix.