

Buenos Dias, Arthritis
(Good Morning Arthritis)

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PARTNER GUIDE:
CONDUCTING A HEALTH COMMUNICATION CAMPAIGN TO
REDUCE THE BURDEN OF ARTHRITIS IN THE HISPANIC POPULATION

~

Presented by:
Centers for Disease Control and Prevention
And
[YOUR STATE] Arthritis Programs

[PLACE ON YOUR STATE HEALTH DEPARTMENT LETTERHEAD]

Dear Partner:

Thank you for agreeing to help implement the *Buenos Dias, Arthritis* communications campaign to help the Spanish-speaking Hispanic population with arthritis understand the importance of exercise in managing their arthritis.

Currently 2.6 million Hispanics in the United States have arthritis, and arthritis imposes a serious physical, psychological, and economic threat to the Hispanic population. Research shows that although the prevalence of arthritis among the Hispanic population is less than that experienced by Caucasians, a higher proportions of Hispanics report work limitations due to arthritis and severe joint pain. Research has also demonstrated that appropriate exercise can reduce pain and disability and improve mood for people with arthritis.

Buenos Dias, Arthritis was designed specifically to reach the Spanish-speaking Hispanic population with arthritis between ages 45 and 64. Pilot-test results demonstrate that target audience members both remember the message of the campaign, and are motivated to take action—to exercise to improve their arthritis.

This guide includes an overview of the *Buenos Dias, Arthritis* campaign, campaign materials, and step-by-step suggestions to help you implement the campaign. We hope this will make it easy for you to help spread this important information to the Spanish-speaking Hispanic population in your area.

Once again, thank you for your help in implementing the *Buenos Dias, Arthritis* campaign. If you have any questions after reviewing the guide, please contact me at [PHONE NUMBER] OR [E-MAIL].

Sincerely,

[YOUR NAME]
[YOUR TITLE]
[STATE] Arthritis Program

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* *Marked items are available in English and Spanish*

NOTE: This entire set of materials is available on Disk 1 in the *Partner Guide* file

Section I

Step-by-Step Implementation Information

Buenos Dias, Arthritis Campaign Overview

Background:

Research shows that although the prevalence of arthritis among the Hispanic population is less than that experienced by Caucasians, Hispanics report a higher proportion of work and activity limitations due to arthritis and a higher proportion of severe joint pain. Unfortunately, research also indicates that many in this population are not aware of the important and beneficial effects of regular moderate exercise on arthritis pain and associated disability. The goal of the *Buenos Dias, Arthritis* campaign is to encourage the target audience to begin or improve management of their arthritis by beginning or increasing participation in moderate exercise.

Objectives:

The *Buenos Dias, Arthritis* campaign is designed to:

- Raise awareness of exercise as a way to manage arthritis pain and increase mobility
- Increase understanding of how to use exercise (which types and for how long/duration) to ease arthritis symptoms and prevent further disability
- Enhance the confidence or belief of persons with arthritis that they can engage in moderate exercise
- Increase trial of moderate exercise behaviors

Target Audience:

The primary audience for this campaign is Spanish-speaking people with arthritis (or possible arthritis) of Hispanic descent. Additional characteristics include:

- Ages 45-64
- Income under \$35,000
- Arthritis threatens to affect valued life roles (such as caring for their family, maintaining their job or conducting activities of daily living)

Key Messages From the Campaign:

- Exercise can help people with arthritis do something to improve their arthritis symptoms
- Moderate exercise has important and beneficial effects on arthritis pain and associated disability. Studies show that 30 minutes of moderate exercise, at least five days per week, can help relieve arthritis pain and stiffness, and help persons with arthritis be more active and feel more energetic and positive. The 30 minutes of exercise per day can be done in three 10-minute increments throughout the day
- Walking, swimming, and biking are good activities for people with arthritis

Campaign Elements:

The *Buenos Dias, Arthritis* campaign consists of

- Radio spots (taped or live announcer scripts)
- Brochure and coordinating sticker to be placed on a counter top display
- Outdoor advertising (billboard and bus shelter placard)
- Print advertisements (full page ad, flyer, bill stuffer, and bookmark)

Buenos Dias, Arthritis Campaign Materials

The *Buenos Dias, Arthritis* campaign materials include radio spots, outdoor advertising, a brochure and brochure holder, and print materials in four different sizes. The specifics are listed below, and samples are included in *Section II: Sample Campaign Materials*. All radio and print executions can also be used as either a public service announcement or a paid placement.

Radio Spots:

All radio spots have the same theme: “I will exercise... arthritis, you will not beat me today”. Live announcer scripts can be read or recorded by a local radio personality, or taped spots can be used. The taped spots are available in four lengths; please use the unique code that identifies each spot when working with a radio station.

Taped Spots:

- 60-second taped spot (HART-1161)
- 30-second taped spot (HART-1131)
- 50-second taped (which allows a 10-second tag to be added to include the state arthritis program or coalition as a sponsor) (HART-1151)
- 25-second taped spot (which allows a 5-second tag to be added to include the state arthritis program or coalition as a sponsor) (HART-1126)

Live announcer Scripts:

- 30-second live announcer script (to be read by on-air personality, not pre-recorded)
- 25 second live announcer script (to be read by on-air personality, not pre-recorded), which allows for a 5-second tag to be added to include the state arthritis program or coalition as a sponsor

Outdoor Advertising:

Two forms of outdoor advertising are available.

- 4' X 6' bus shelter placard featuring couple walking outdoors
- 19' X 48' outdoor billboard with two different pictures
 - Group of three women walking
 - Couple walking outdoors

Brochure:

The three-panel brochure is provided for distribution at local community sites. The brochure is available in color and in black and white via PDF format (ready to use) or InDesign format, which can be localized to include the health department logo or a local Spanish-speaking telephone response number. A brochure holder sticker is also available.

Note: There is no specified brochure holder; you select the style that best suits your needs. For example, you can order brochure holders from Screen Art Posters, Inc., 4333

East 10th Lane, Hialeah, FL (305-681-4641). BRO-HOLD model # A414-112 has worked well in past campaigns.

Print Ads and Supplemental Materials:

Print ads come in 4 sizes, and with 4 different visual images. All print materials are available in color or black and white. All materials come in a PDF format that is ready-to-use (not localizable), and an InDesign format (localizable). The versions formatted in PDF cannot be modified; they include the CDC-Info toll-free number and the CDC/español website as the response mechanism (e.g. where to go for more information).

The localizable versions are provided in InDesign and can be adapted, by a printer or graphic designer with access to this program, to include the health department or arthritis coalition logo, as well as a local Spanish-speaking phone number or website (you would replace the CDC-Info contact information). In addition, InDesign allows each of the materials to be re-sized, providing you limitless options in meeting any media outlet's specifications.

All print materials can be used as paid ads, public service announcements, or supplemental materials such as bookmarks, bill stuffers, bag inserts, mug imprints, or other creative uses.

Print ad images:

- Couple walking outdoors
- Couple walking indoors (mall)
- Man walking dog
- Group of three women walking outdoors

Print material sizes:

- 7 x 10 (full page print advertising)
- 8.5 x 11 (flyer)
- 5.25 x 3.25 (bill stuffer size)
- 2.25 x 6 (bookmark size)

Important Note:

Health department or arthritis coalition names and/or logos can be added to the materials.

The addition of other logos will require approval of the CDC Office of Technology Transfer. This approval can take several months to receive. See details in Appendix L.

English Print Materials:

All campaign materials are in Spanish; however, select English translations have been provided to support situations where you want to supplement the Spanish campaign with a few English placements (as the target audience does consume some English media).

The following ads are available in English:

- 7 x 10 (print ad) – all graphic versions provided
- 8.5 x 11 (flyer) – women walking outdoors
- 5.25 x 3.25 (bill stuffer) – couple walking indoors
- 2.25 x 6 (bookmark) – man walking dog
- 19' x 48' (outdoor board) – couple walking outdoors
- 4' x 6' (bus shelter placard)– couple walking outdoors

Step-by-Step Campaign Implementation—Step 1

Now that you are familiar with the campaign objectives and materials it is time to begin planning your campaign implementation. This section walks you through the campaign implementation planning process.

Step 1: Selecting Who to Target, and When and Where to Run the Campaign

Questions to Ask Yourself:

1. Do you want to reach the entire target population (Spanish-speaking people with arthritis of Hispanic descent, ages 45-64, and income below \$35,000), or some sub-group (i.e.; primarily women, primarily those 55-64, or some other segment)?
2. Where does your target audience live? What geographic areas should you target your efforts?
3. Are there other community events (i.e.; Arthritis Walks, Hispanic Heritage Month, etc) that would complement your campaign? Are there certain events that would compete with the campaign?

Things to Consider:

Target Audience:

Whether you decide to focus on the entire target audience or a sub-group may depend on how easy the sub-group is to reach (i.e. are there places only women would see the ads), and how far your financial resources will go.

Target Area:

You may have the resources to blanket your entire area with brochures, print ads, and outdoor advertising. More than likely, financial resources will limit how large an area you can reasonable reach with the brochures and other materials placed in the community. Keep in mind, people remember a message better if they hear and see it multiple times, so it is better to saturate a smaller area than try to reach a large area. Make sure you target areas with high numbers of Hispanic people in them. Information on the Hispanic population, by state and city, is available from <http://www.census.gov>.

Campaign Timing

Besides National Arthritis Month in May, you also may want to keep in mind the following:

- Seasons: Think about running the campaign at times when campaign messages will be most relevant – such as spring through fall, when people will be most inclined to get active outside
- Other Activities: Consider other community activities to tag on to and competing activities to avoid
- Special Months: Consider focusing efforts around Hispanic Heritage Month (usually runs Sept. 15 – Oct. 15th of each year) when media outlets already may have promotions planned
- Community Celebration Days: Consider coordinating with special days such as:
 - September 15 -- Independence Day for Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua;
 - September 16 -- Mexican Independence Day; and
 - October 12 -- El Dia de la Raza

Make sure you allow enough time to plan your campaign and distribute the campaign materials. See *Campaign Implementation Timeline* after Step 5 in this guide.

Step-by-Step Campaign Implementation—Step 2

Step 2: Select the Campaign Materials You Will Use

Questions to Ask Yourself:

1. What do you know about your target audience?
 - a. What radio stations do they listen to? At what time of day?
 - b. What newspapers do they read?
 - c. What community locations (shops, restaurants, bus stops, doctors' offices, community centers) do they go to frequently?
2. What Spanish-speaking communication vehicles exist in your target area?
 - a. Is there a Spanish-speaking radio station?
 - b. Is there a Spanish-language newspaper or magazine?
3. Are there bus routes that are used by many Spanish-speaking people?
4. Do you want to localize the materials by adding the name of the health department or arthritis program/coalition? Reminder: No other names or logo's can be added without written permission from the CDC Office of Technology Transfer; however, localizing the phone number or Website does not require approval.
5. Do you have the capacity to receive phone calls from Spanish-speaking individuals who want more information? If so, do you plan to replace the CDC-Info toll-free number with a local telephone response number?
6. Do you want to print the materials in color or black and white?

Things to Consider:

Mandatory Campaign Elements: To fully implement the campaign you must use, at a minimum,

- Radio spots OR outdoor advertising (billboards or bus shelter placards)
AND
- Brochures placed in community locations

Pilot test results suggest that print ads and flyers are also very helpful.

Color versus black and white: Audience research demonstrated that the vibrant color was one of the elements of the materials that attracted attention. It is definitely worth investing in color materials if at all possible.

Materials selection: Audience testing revealed that the target audience was most attracted to these materials because they were in Spanish, had “arthritis” in the title, and were colorful. You do not need to be concerned if the graphics do not look just like the Hispanic population you are targeting.

Most target audience members did perceive the individuals depicted in the campaign graphics as Hispanic, and like themselves or people they knew. However, the specific appearance of the people depicted DID NOT influence whether or not an individual was attracted to the campaign material. Similarly, the type of dog pictured in the graphic of the man walking a dog was irrelevant to the target audience.

The materials selection worksheet on the next page will help you record your decisions regarding materials selection.

Step-by-Step Campaign Implementation—Step 3

Step 3: Materials Selection Worksheet

You must use the mandatory campaign elements. You can use as many additional elements as you like. Remember, the more frequently the message is heard or viewed, the more likely it is to be remembered.

1. Check which MANDATORY elements you plan to use:

- Brochures (mandatory)

AND

- Radio Spots

AND/OR

- Outdoor Advertising
 - Billboards (Couple walking outdoors or group of women walking outdoors)

AND/OR

- Bus shelter placards

2. Check which OPTIONAL elements you plan to use:

- 7 x 10 (full page print advertising)
- 8.5 x 11 (flyer)
- 5.25 x 3.25 (bill stuffer size)
- 2.25 x 6 (bookmark size)

**Don't forget about the opportunity to use these images for mugs, grocery bags, etc.*

3. For the supplemental print materials, which graphic is most likely to resonate with your target audience?

- Couple walking outdoors. Which size[s]?:
- Couple walking indoors (mall). Which size[s]?:
- Man walking dog. Which size[s]?:
- Group of three women walking outdoors. What size[s]?:

4. Do you plan to localize the materials? (add health department or arthritis program/coalition name and/or logo, or replace national with local response number)?

____ YES (use print files in InDesign; 50-second and/or 25-second radio spots)

____ NO (use PDF print files and 60-second and/or 30-second radio spots)

5. Do you plan to print in color or black and white?

6. Do you plan to supplement your materials with any of the materials provided in English? If so, which ones?

Step-by-Step Campaign Implementation—Step 4

Step 4: Getting the Materials Distributed and Used Effectively

Questions to Ask Yourself:

1. What mix of paid advertising, public service announcements, and distribution of brochures, flyers, and other supplemental materials will maximize your budget?
2. What creative ideas do you have for using the supplemental print materials?
3. Do you have, or do you need to develop, relationships with public service directors at Spanish-speaking radio stations and newspapers?
4. Who can distribute the brochures, flyers, and other items to be placed at community locations?

Things to Consider:

The *Buenos Dias, Arthritis* campaign provides both public service announcements (PSAs) and advertising options to expand your campaign options. PSAs are used when a media outlet uses your material free-of-charge, i.e. you do not pay for the placement. Advertising is when you use this same material, but pay the media outlet for the placement. There are advantages and challenges to both options. Be aware that you diminish your chances of receiving free PSA placement if you have previously purchased advertising space. It is sometimes possible to bargain for a match—you purchase some ads and the radio station or newspaper donates additional space. See the next few pages for tips on placing PSA's and paid advertising.

Creative use of supplemental print materials from State Health Departments that pilot tested the campaign materials:

Use of the additional print materials is limited only by your imagination. For example:

- New York created banners from the bus placards and hung them on the outside of a local community center.
- Oklahoma re-sized the billboard ad to fit on bus benches.
- Wisconsin included the bill-stuffer in the paychecks of workers at a temporary employment agency, and in the utility bills in their target area.
- California mailed the brochure to all the homes in their target area (defined by census tracts).
- Florida and California both placed brochures in multiple medical clinics where Spanish-speaking Hispanics receive care.
- New York imprinted campaign graphics on coffee mugs distributed at churches

Step-by-Step Campaign Implementation—Step 4 (continued)

Effective PSA Placement

The PSA announcements the CDC has created, as part of its *Buenos Dias, Arthritis* campaign, represent a powerful and economical way to raise awareness about arthritis management. To ensure the PSAs are effective in reaching audiences, the PSAs need to make it into the hands of the right people. This is where you can play a critical role – by meeting with or talking to your local public service directors to explain the impact of arthritis on their local audience and the importance of disseminating information on exercise to help reduce pain and related disability among Spanish-speaking, Hispanic populations.

The following section outlines actions to help ensure your success when you are not purchasing advertising space.

Creating Your PSA Distribution List:

- **Make a list of radio stations and local newspapers and magazines.** Keep in mind your primary audience is Spanish-speaking people of Hispanic decent between the ages of 45-64. You want to be sure your list includes stations and publications that cater to this audience – specifically Spanish-language formats.
- **Obtain contact information for public service directors.** Most radio stations, as well as print publications and websites, have a public service director who schedules PSAs.
- **Identify non-media outlets.** Consider opportunities beyond media to place your PSA, such as billboards or bus shelter placards.

Placing Radio PSAs:

Format – Your PSA package includes pre-recorded PSAs and live announcer scripts. Many stations prefer the latter, so their own on-air personalities can read the script themselves, which provides a local feel to the piece. You can photocopy the scripts and send them to radio stations together with a pitch letter (see Appendix B for sample pitch letter).

Other stations may prefer to use pre-recorded versions. To reproduce the radio PSAs, take the master CD (included in this packet) to your local CD duplication company. If you would like to localize your radio PSA with information, such as a local 800 number or program, contact a local recording studio or production house to record the remaining 5-10 seconds. Some radio station will create the local tag for free, especially if they have agreed to run one or more of the PSAs. Just ask.

Depending on your resources, consider sending both the announcer script and hard copy CD to the public service director. Or you can contact stations in advance and ask which format they prefer. The radio piece is also available via MP3 format at <http://www.cdc.gov/arthritis/>.

Timing – Consider timing when distributing your PSAs. Radio stations usually require several weeks’ notice to work a PSA into rotation. Encourage public service directors to play your PSAs when you can reach the largest audience – such as morning and evening drive time.

Placing Print PSAs:

Your package includes 4 print PSAs. Print PSAs tend to be more difficult to place than radio PSAs due to space limitations and competition from paying advertisers. As with radio, your success will depend largely on your “pitch” (position the importance of this issue to the outlets readers/listeners) to the outlet. Print outlets will be especially interested in local statistics, so be prepared to explain how many readers, in your city and state, are impacted by arthritis.

Format –We have designed the full-page PSA to meet most print publication requirements. The less work the print publication has to do to use your PSA, the more likely they are to use it. The other print pieces can also be used as PSAs if different sizes are required.

Usage – See *Section II: Sample Campaign Materials* for instructions on how to localize your creative materials.

Timing – As with radio PSAs, print publications typically require two to four weeks notice to put PSAs into rotation, so plan accordingly. Again, look for times of the year when your messages will be most suitable to readers. Conduct background research to identify any annual issues or promotions that may be appropriate, such as arthritis, physical activity or Hispanic health.

Step-by-Step Campaign Implementation—Step 4 (continued)

Effective Paid Advertising Placement

The print and radio creative also can be used for paid advertising. (Remember: advertising is when you pay for placement and is therefore not considered a PSA; although the creative material is the same.)

The advantage to paying for your ads to be placed is *guaranteed* dissemination of your message – you know your ads will air on the radio station or appear in your local print publication. Also, you have control over when the creative is placed/aired. You pay for a specific time slot, a specific day and you determine how often it will run. All this is based on the advertising contract you negotiate with the media outlet. Following are a few things to consider when purchasing advertising.

Purchasing Air Time/Radio:

Make sure your ad reaches WHO you want WHEN you want. As discussed previously in this section, you will want to consider print publications and radio stations that cater to your target audience, in this case, Spanish-speaking individuals of Hispanic descent. With radio, consider buying spots during peak times, if your budget allows. Be sure to ask the station’s advertising sales representative for a listener report. This data can tell you how many people listen during which windows of time, the average age of those listeners, gender and race.

Purchasing Space/Print:

When talking with your advertising sales representative, be sure to ask for a media kit, outlining audience demographics for your consideration. You want to know the following: Who reads this publication (age, gender, race)? Which day the paper is most highly read (it is often Sunday)? Which sections are highly read? Do they provide links to articles on the outlet’s website?

Note: Using a media buyer can be helpful in getting your message out—especially in areas with multiple media outlets—and negotiating a better advertising rate. A media buyer with specific knowledge of the Hispanic market may be able to assist you in making choices about paid advertising.

Making the Most of your Advertising Budget

As discussed above, advertising costs vary depending upon time of day the ad is aired or location within a publication (upper right corner of the front section of the paper, vs. bottom left corner of the local section). To ensure you get the most leverage for your ad buy, consider the following tips:

- ***Repeat your message again and again...and again.*** Research shows that the more a message is heard or viewed, the greater likelihood it will prompt a person to action

- **Maximize your ad buy.** Radio and print outlets offer packaged advertising buys, where you purchase a number of commercial spots for use at different times throughout the year. For instance, you may want to have an ad placed every month, or every quarter. The package is typically less expensive than if you were to purchase the ad space one spot at a time
- **Maximize your message.** In addition to purchasing the “best” placement spot (time, placement on page), and considering how you can bundle your buy to maximize your budget, it’s also important to consider how your buy can maximize your message. If you spread your message out too much, especially when purchasing radio time, you are less likely to break through the clutter and motivate people to action. For example, it’s better to run your ad 4 times a day for 2 weeks than 1 time a day for 56 weeks. The goal is to achieve as much “saturation” as possible
- **Ask for added value.** Depending on your media market, once you purchase space the radio stations and/or publications you are working with may be willing to throw in complimentary, or discounted, ad space. Be proactive in this regard and have an “ask” in mind when you go in to negotiate. For instance, ask them to match every two paid spots you purchase with one free airing. Or ask them for a weather or traffic sponsorship, which ends with a “brought to you by” tag that includes the 800 number or website
- **Be flexible.** If your campaign allows some flexibility, tell radio stations and publications that you are willing to have your spots run in place of ads cancelled at the last minute. This option may mean you do not get your targeted airtime, or position in the daily paper, but it is guaranteed placement nonetheless it is worth considering

Step 5: Tracking the Reach of your Campaign Efforts

Things to Remember:

1. It is important to obtain listener-ship reports from radio stations for when your PSA's or paid ads ran, and readership reports for any newspapers or newsletters that ran your print PSAs or ads.
2. It is useful to keep track of the number of flyers and posters distributed, and the number of brochures both distributed to community locations, and picked up by individuals at those locations.
3. Although the “call-to-action” for these materials is to exercise, not call for more information, it will be useful to track how many calls were received on the 800 number or how many hits were received on the website used (assuming materials are localized).

NOTE: If your state health department has not provided you with a tracking form to record these exposures, a sample form is included in *Appendix H*.

Suggested Campaign Implementation Timeline

Below is a suggested timeline and checklist, which shows each step of the campaign implementation process. Because resources vary, we have included a variety of ideas to consider. Please identify and implement steps that are ideal for your organization.

Month One:

- ❑ Print *Buenos Dias, Arthritis How To Guide*
- ❑ Review contents to become familiar with campaign goals, guide content and resources
- ❑ Conduct a brainstorm with your team to determine the best implementation process
- ❑ Plan how you will monitor your campaign implementation

Month Two:

- ❑ Develop your contact list (PSA Directors for PSAs; advertising personnel for paid placement; healthcare reporters if you choose to create a larger story with the media)
- ❑ Schedule in-person meetings with key PSA Directors or reporters; identify members of the Hispanic population with arthritis to attend meetings with you, a member of one of the organizations you are partnering with or a rheumatologist
- ❑ Customize enclosed template media materials for both in-person meetings and mailings. See *Appendix B*.
- ❑ Determine appropriate distribution method for materials (hard copy, CD, or e-mail)
- ❑ Create custom kits for each contact/media outlet
- ❑ Distribute kits to media targets (consider personally delivering kits), and/or finalize list of outlets to receive paid placements

Month Three:

- ❑ Follow up with media you meet or talk to within 48 hours. If you spoke to someone on the phone or in person, send a follow-up thank you letter. See *Appendix D*.
- ❑ Follow up with all other contacts, within two weeks, by placing a phone call to assess interest and determine if additional information is needed

Continuous Follow-Up Steps:

- ❑ Send thank you letters to all outlets that do run the PSA campaign. Ideally, ask multiple individuals from your organization, partner organizations and people with arthritis to send a thank you letter to show the depth and breath of your thanks and to encourage the media outlet to continue running the campaign
- ❑ Follow up with media who have yet to run the campaign to determine if there are any additional options (select ideal times of the year, such as the following: National Arthritis Month, New Year's (resolution time), spring, summer or fall (active outdoor seasons), a special event, etc.)

Tracking Your Placements:

It's important not only to garner a placement of your PSA and/or an article, but also to track which outlets, contacts and target audience you reached. See Appendix H for a sample tracking form.