



Adopting and Marketing the Strategic Plan: May 24th Small Group Results

Individual(s)/ Organization	Why selected? Why is their buy-in critical?	What is the best approach/tactic to reach them?	What material should be provided? ? What might be the KEY MESSAGE?	Who might be the messenger?
Health care educators (MD, BSN, etc.)	Educate the educators	Hard copy with electronic link	<ul style="list-style-type: none"> - Plans - Data sources for future research - Curriculum ideas 	Deans of schools
Gay & Lesbian Medical Association (GLMA)	Very proactive in health promotion and advocacy	Web-based information	Plan, especially models for communities and data for future research	President of organization
Kansas State Nurses Association	To provide information to nurses and other health care providers	Web-based and hard copy fact sheets	<ul style="list-style-type: none"> - Strategic plan - Research for patients - Data for future research and project development 	Terri Roberts, Executive Director
KAMU		Talking points Presentations		
Athletic Corporations - NASCAR - State - Local	Impact on youth and general population	<ul style="list-style-type: none"> - Web-based hard copy - Presentations 	Message: How they can help spread the word	Marketing offices
County and city commissioners	Policymakers	<ul style="list-style-type: none"> - Presentations - Hard copies 	<ul style="list-style-type: none"> - Plan - Resources that we all talked about - Message: Impact of smoking cessation on community and constituents 	
Community, state, national, legislators, funders, policymakers, universities, Kansas State Nurses Association, safety-net clinics, FQHC, American Cancer, American Lung, faith-based communities		<ul style="list-style-type: none"> - Newsletters - Web - Hard copy - Fact sheets - Talking points 	Campaign development: <ul style="list-style-type: none"> - Poster - Flyer - Messages by Kids (elementary, high school) - Flash cards - Wheel of Fortune game 	How materials distributed? Depends on community. See "How should materials be distributed?" at the end for detailed notes from this group.

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Kansas Public Health Association Kansas Association of Local Health Departments	<ul style="list-style-type: none"> - Missions - Multi-Disciplinary - Multi-System - Large Audience 	<ul style="list-style-type: none"> - Executive Committee - Annual Meeting - Newsletter 	<ul style="list-style-type: none"> - Visual, meaningful short message - Cater message to group - Targeting integration at no cost 	<ul style="list-style-type: none"> - Member Champion
Foundations: <ul style="list-style-type: none"> - Kansas Health Foundation - REACH - Sunflower - United Methodist Health Care Foundation of Greater KC 	<ul style="list-style-type: none"> - Funding - Buy-in critical to create action 	<ul style="list-style-type: none"> - Timing - Efficiency - Existing Relationships - Data - Stress impact of outcomes 	<ul style="list-style-type: none"> - Deeper thought - Sustainability - Inclusive - Collaborative - Sustainability 	<ul style="list-style-type: none"> - Presentation by target population - Inclusive partner
Faith community	<ul style="list-style-type: none"> - Unified system 	<ul style="list-style-type: none"> - Difficult - Possible ministerial alliance 	<ul style="list-style-type: none"> - Bulletin inserts with visual 	<ul style="list-style-type: none"> - Relationships with leaders - Large faith groups such as CCO
Us/workgroup	<ul style="list-style-type: none"> - Need action 	<ul style="list-style-type: none"> - Keep engaged with a task 	<ul style="list-style-type: none"> - Elevator speech 	<ul style="list-style-type: none"> - Spokesperson - Talking points
Specific populations (i.e., Hispanic Community), Hispanic Diocese	Their participation is paramount if this strategy is to be successfully implemented. Their community is in need of these resources	<ul style="list-style-type: none"> - Direct presentation 	Key message: <ul style="list-style-type: none"> - Family-oriented message. - Cost to community numbers. - Faith message: Body is temple Materials: <ul style="list-style-type: none"> - Examples or outlines of culturally-specific resources. - Key points in English and Spanish. 	<ul style="list-style-type: none"> - Gate keepers from community - Technical person - Resource person

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Current grantees	<ul style="list-style-type: none"> - Already have buy-in and doing the work - Can integrate into their own plan 	<ul style="list-style-type: none"> - Coalition meetings 	<p>Key message:</p> <ul style="list-style-type: none"> - Implementation of plan will get data/sources to increase success in efforts <p>Materials:</p> <ul style="list-style-type: none"> - Press release - Talking points - Copy of plan 	Regional outreach coordinator
Policy makers	Buy-in: Ability to make change to protect health of Kansas	Cost-benefit	<p>Key message: cost/benefit Rural/Midwest example</p> <p>Materials: brief key points</p>	<ul style="list-style-type: none"> - Senator Barnett - Association - Elected officials - Determine top person at each level

Other Marketing Notes:

- “Cost Avoidance”
- Assess the Culture
- When developing material and key message for groups, research web sites for philosophy
- **How should materials be distributed?** Depends on the community. Ideas include website, hard copy , face-to-face, web-based college assignment for a class, one-on-one, “trusted” community member making distribution, church bulletin, MySpace, events (games, county fairs, BBQ festivals), community association leaders, YMCA, recreational centers, 4H Clubs, county extension services, alternative news (FREE) geared to specific population, national rodeo association, T-shirt messaging – branded to specific groups (e.g., college-age school colors, high school, etc.), commodity distribution centers, WIC, health fairs, safety-net clinics
- Other ideas for distribution: Screen savers, downloads
- Other possible organizations: Hispanic, League of Municipalities, Kansas Association of Counties, Disability Groups, VA/DVA, HUD, Mental Health, Academic
- Possible slogans: “Everyone deserves clean air”, “Clean air: Good for Business, Good for People”
- Key message with integration: No costs! FREE!