

IDEAS FOR CAMPAIGN PROMOTION

The suggestions outlined below will help promote the pneumococcal and influenza (flu) shot awareness program and its message beyond placing news stories and PSAs with traditional media. Feel free to adapt them or create your own to fit your particular needs and resources.

Distributing Materials and Working With Partners/Activities

- Work with a local transit advertiser, or a national one with local connections like TDI Cares, to place transit ads at the public service rate. Please contact Cecilia Yu of TDI Cares at (212) 340-3646 for more information. Attached is a sample price sheet for your reference.
- Work with your state broadcasting association to place PSAs at a substantially lower cost than traditional advertising. Please see the list of Website Resources for several web links to state broadcasting associations.
- Ask local physicians to prominently display the posters and distribute brochures to their patients. Have them emphasize the importance of getting immunized.
- Contact a local church or group of churches to work together to sponsor a community-wide discussion or diabetes fair emphasizing the importance of getting pneumococcal and flu shots, what to do if you have diabetes, and so forth.
- Suggest that your local library create a display on diabetes. This could coincide with National Diabetes Month (November) and include posters, fact sheets, brochures, and other materials.
- Work with local health care facilities to display the poster and distribute brochures to patients with diabetes. Make the materials available to clinic and health center educators and volunteers. Some hospitals may already conduct classes for people diagnosed with diabetes to teach them more about their condition and could make brochures available to participants.
- Link with people in your organization or other local health care facilities who may be doing work with immunization to make the connection between diabetes and the need for pneumococcal and flu vaccinations.
- Contact local businesses about holding employee education sessions. Sponsor a brown bag lunch seminar on diabetes and the importance of immunization. Develop a concise yet informative item that businesses could include with paychecks.

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- Contact banks and local utility companies to gauge their interest in including materials or notices in their monthly statements. The information could cover the basic facts about diabetes, how people with diabetes are at increased risk during flu season and local vaccination drives.
- Check with the local office of the American Diabetes Association to see whether it conducts special supermarket tours for people with diabetes. If no such program is in place, contact grocery stores to see whether they would be interested in conducting tours to point out the types of food that people with diabetes should eat and avoid eating. Ask the stores to display the poster and include the brochure in any materials given to participants.
- Place articles or announcements in the newsletters or bulletins of local businesses, community organizations, health care facilities, churches, and so forth. Articles could cover the campaign, diabetes, diabetes and the flu, diabetes and pneumococcal disease, upcoming flu shot clinics, and related subjects.
- Hold Prevention Is Control clinics in your community for people with diabetes (especially before flu season begins in November). Send calendar notices to local newspapers and radio stations and hang posters in prominent locations to help promote the clinics.

For your additional reference, attached are some examples of promotional materials states developed for last year's Diabetes and Flu campaign.