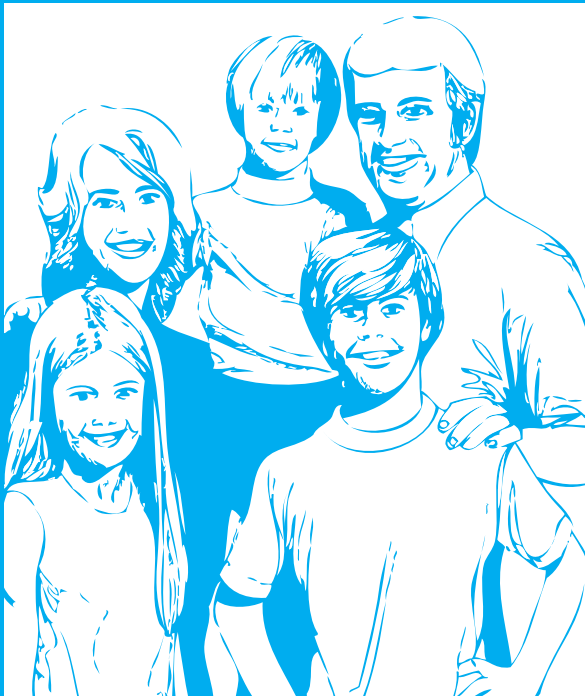


# MARKETING TITLE X FAMILY PLANNING

## Satellite Conference and Live Webcast

Thursday, December 9, 2010, 2:00-4:00 p.m. (Central Time)  
3:00-5:00 p.m. (Eastern) 1:00-3:00 p.m. (Mountain) 12:00-2:00 p.m. (Pacific)

**M**arketing /outreach is a fairly new concept for public health entities. Historically, public health has always just “been there” for those who need us. We are often seen as the provider used when there is no place left to go. Recent increases in Medicaid eligibility and in fees paid to providers, makes doing business with the Medicaid-eligible more desirable. Now that providers are competing to provide care, marketing/outreach must be done in order to be successful. All clinic personnel have a marketing role and when done well, a good outreach plan can ensure clinic survival.



### FACULTY:

**Annie Vosel, BSN, RN**

Plan First Manager  
Bureau of Family Health Services  
Alabama Department of Public Health

### PROGRAM OBJECTIVES:

1. Explain why marketing Title X is necessary.
2. List the four rules of “word of mouth” marketing and how it relates to your work.
3. List the five T’s of “word of mouth” marketing.
4. Identify at least four tools in a mass marketing campaign that can be effective for Title X programs.
5. List four steps in developing a marketing outreach program.

### CONFERENCE DETAILS:

**Target Audience:** Nurses and social workers

**Continuing Education:** Nurses 1.6 hours

**Registration:** [www.adph.org/alphntn](http://www.adph.org/alphntn)

**Technical Information:** To receive complete technical information you must register at [www.adph.org/alphntn](http://www.adph.org/alphntn).

**Satellite** - Live satellite conference on C band (analog).

**Webcast** - Watch with RealPlayer or Windows Media Player. Test your computer with the “test connection link” at [www.adph.org/alphntn](http://www.adph.org/alphntn).

**Audio** - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference.

**On Demand** - Available 2-3 business days after the live broadcast from the On Demand page of our website.

**Conference Materials:** Posted on our website approximately one week before the program for registered participants.

**Conference Details Questions:** Call: 334-206-5618 | Email: [alphntn@adph.state.al.us](mailto:alphntn@adph.state.al.us)

**ALABAMA PUBLIC HEALTH TRAINING NETWORK**

\*\*The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation (expires January 28, 2011)\*\*