



## Talk About It! Marketing Community-based Interventions Through Health Care Provider and Community Ambassador Outreach

### *Post-Broadcast Discussion Guide*

This worksheet is designed to help guide discussions about strategies to market community-based interventions, specifically the 1.2.3 Approach to Provider Outreach and Spread the Word using community Ambassadors. The discussion guide is divided into two sections: I. Getting Started, II. Identifying Next Steps. You do not need to get through all of these planning questions today. Regardless of where you end, be sure to spend some time discussing next steps.

#### Getting Started

1. What strategies do we currently employ to promote workshops and programs?
  - a. How well are our current marketing efforts working?
2. Are our classes full to capacity?
  - a. If our classes are full, do we need to offer additional programs?
  - b. If the classes are not full, do we need to expand our marketing efforts?
3. How well would either strategy fit into our efforts to increase participation in community-based programs?
  - a. If yes, identify the advantages (pros) and disadvantages (cons) you have in regards to the selected strategy(ies). Keep in mind your current resources, competing priorities, and feasibility of implementation.

Selected Strategy: \_\_\_\_\_

<u>Advantages</u>	<u>Disadvantages</u>
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•	•
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•	•
•	•

*Selected Strategy:* \_\_\_\_\_

Advantages

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Disadvantages

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4. What stakeholders and partnerships do we need to implement either or both strategies?

### Identifying Next Steps

5. What are our next steps? Who will do it, and by when?

Action Item	Person(s) Responsible	Timeframe
1.		
2.		
3.		
4.		
5.		
6.		

6. How do we organize/coordinate our efforts?

7. When should we meet again?