



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

## Satellite Conference and Live Webcast

Monday, June 10, 2013; 12:00-2:30 p.m. (Central Time)  
1:00-3:30 p.m. (Eastern) • 11:00 a.m.-1:30 p.m. (Mountain) • 10:00 a.m.-12:30 p.m. (Pacific)

The Centers for Disease Control and Prevention invites you to this satellite broadcast to learn about two approaches to marketing community-based interventions such as self-management education and physical activity programs. Despite their effectiveness and increasing availability, community-based interventions remain underutilized. Developed and tested by the CDC, the *1.2.3 Approach to Provider Outreach* and *Spread the Word* marketing strategy using community Ambassadors offer packaged guidance, support, and resources for working through health care providers and community Ambassadors to encourage people to use locally available interventions. The broadcast will introduce you to the key elements of each approach. Panelists will share their experiences in implementing the marketing strategies and materials in state and local settings.

### FACULTY

#### Teresa Brady, PhD

Senior Behavioral Scientist, Arthritis Program  
National Center for Chronic Disease Prevention and Health Promotion  
Centers for Disease Control and Prevention

#### Annemarie Hodges, MA

Public Health Consultant  
Michigan Department of Community Health

#### Lauren Josephs, PhD, LMHC, NCC

Vice-President and Chief Operating Officer  
Research and Behavioral Science  
Visionary Vanguard Group, Inc.

#### Cora Plass, LMSW

Arthritis Program Manager  
South Carolina Department of Health and Environmental Control

### PROGRAM OBJECTIVES

1. Discuss the audience research supporting outreach to primary care providers and use of community Ambassadors.
2. Describe the key elements of the *1.2.3 Approach to Provider Outreach* strategy for marketing to primary care providers.
3. Describe the key elements of the *Spread the Word* strategy for using community Ambassadors to generate word-of-mouth marketing.
4. List the tools available for training marketing staff, tracking activities, and developing customized marketing materials.
5. Discuss strategies and lessons learned from on-the-ground implementation of both marketing approaches.

### CONFERENCE DETAILS

**Target Audience:** Staff working in public health, chronic disease or aging programs, their partners and potential partners, and other professionals with an interest in marketing community-based interventions.

**Continuing Education:** Nurses 2 hours, social workers 1.75 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:** Available at [www.adph.org/alphntn](http://www.adph.org/alphntn) approximately one week before the program.

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

**Course Content Questions:** [arthritisprogram@cdc.gov](mailto:arthritisprogram@cdc.gov)

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The Alabama State Nurses Association, an accredited approver by  
The American Nurses Credentialing Center's Commission on Accreditation\*\***