

*“Making your Caregiver
Awareness Day a
Success”*

NAC Webcast July 26

Agenda

- Tools available on www.caregiving.org
- 5 Activities You Can Plan NOW
- How we did it: Hawaii and Baltimore
- Magic Messages
- Flaunt Your Expertise
- Courting the press
- Q&A

Tools Available Now on www.caregiving.org

- Template Press Releases
- CAD Activity Suggestions Sheet
- How to Plan for CAD Sheet
- Caregiving Messages Document

5 Activities You Can Plan NOW

(November is only 14 weeks away)

- 1-Day Caregiver Conference. Invite Legislator(s)
- Luncheon for HR Directors
- Governor's Proclamation
- Caregiver Pampering Day at a Spa
- Booth at a Health Fair/Expo

How We Did It: Hawaii

- Held Caregiver Awareness Day at Capital in March 2007 with 40 orgs. statewide
 - exhibit tables, legislative reception, office visits
 - educational insert in large newspaper
 - staff support for local TV station Action Line on caregiving
- Planning March 2008 CAD
- Planning more low-key CAD in November 2007

How We Did It: Baltimore, MD

- Caregiver Recognition Reception
- Grandparents Day Breakfast
- Caregiver/Grandparent Information Fair

Magic Messages

- Elevator Speech
- 5-6 unified, targeted “must-say” messages
- Focus on benefits, benefits, benefits
- Use messages in all informal and formal communication
- Practice “bridging” to your messages

Flaunt Your Expertise!

- You are a great info source on caregiving for press, legislators, businesses, healthcare
- “Brand ambassadors”
- Promote coalition at every opportunity
- What sets us apart?
- Teach the public

Courting the press

- Placing your messages: THE reason to do a press interview
- Good story idea + effective pitch = *earned* media
- Sometimes good news is news
- Find the conflict, the benefits and the people stories
- Emotion vs. statistics

How to Reach the Press

And other ways to get your message out

- **Through an intermediary**
- **On your own: editorial meetings, calls**
- Print: trend story, hard news?
- Radio: offer great topic, expert guest
- TV: commercial vs. PBS
- E-Newsletter (e.g. constantcontact.com)
- Make Web site a top “destination”

Q&A

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