



First Round of Member Campaign Activities and Plans

Alliance Member	Activity
STATEWIDE	
Missouri Department of Health & Senior Services (DHSS) Deborah Markenson Jeanie Bryant	1. Issued statewide news release
	2. Purchased radio spots (media planning and placement by Hughes)
	3. Ad in <i>Rural Missouri</i>
	4. Contract with Mizzou Sports Properties for message dissemination during sporting events
	5. Presented campaign to Missouri Council on Activity and Nutrition, Women's Health Council, Council on Adolescent and School Health
	6. Submitted four proposals for funding Preventive Health and Health Services; Heart Disease and Stroke Program; Health Care Foundation of Greater Kansas City; National Council on Aging)
	7. Director Jane Drummond announced campaign and exhibit materials at Show Me Summit on Aging, Osage Beach
	8. Four newsletter articles to appear in <i>Snapshot</i> , the department's internal employee newsletter
	9. Disseminated Health Screening Card to state employees through state payroll notification system
	10. Disseminate Top Ten Actions to state employees through state payroll notification system
	11. Displayed Move More, Eat Smart, and Be Tobacco Free posters in lobby areas of Wildwood buildings (Jefferson City)
	12. Live Like Your Life Depends On It exhibit for the Endangered Species Walk/Run 2007 at the Katy Trial Pavilion in Jefferson City (Oct. 13)
	13. Developed and arranged for Evaluation Telephone Survey
	14. Ongoing consultation with new media/PR state contractor—Hughes
	15. Printed posters, brochures, fliers, screening cards, and message cards. Magnet sets still in production.
Area Agencies on Aging (AAA) Kate King	1. Distributing materials (posters, brochures, screening cards, message cards) through their network that includes 264 senior centers
	2. Including series of articles on priority topics in respective AAA newsletters
	3. AAAs plan to use the materials in newsletters, health fairs and local Senior Centers

	4. Some of the AAAs will use the campaign radio spots and press releases in local media
DHSS Division of Senior and Disability Services Barbara Huddleston	Provided partial funding for printing campaign materials
Missouri Rural Health Association Myrna Bruning	Encouraging members to download and use the campaign materials
Mercy Health Plans Elizabeth Hairopoulos	1. Place button on website (October completion date)
	2. Distributing materials (posters, brochures, screening cards) to members, beginning in 10/07
Missouri Primary Care Association (MPCA) Joyce Hill	1. Distribute brochures to all 21 Federally Qualified Health Centers (FQHC) in Missouri
	2. Add a link to DHSS campaign website to the MPCA Health Disparities webpage
	3. Include an article in the Missouri PCA newsletter
	4. Include the Mo PCA logo on second distribution of materials
	5. Help health centers reproduce materials for all 110-satellite FQHC sites in Missouri
Care Improvement Plus Gina Brinkerhoff	1. Co-branding campaign materials
	2. Conducting outreach and assessments for enrollees and will use posters and select materials
	3. Discussed this initiative with corporate marketing staff as well as regional VP. Will use several of the materials in "potential member" outreach efforts, as well as provide to current members when they come to assessment centers or satellite events.
	4. Frame several of the posters and hang in recently-opened assessment center
	5. "Co-brand" these materials with "Care Improvement Plus" logo and make the materials available on the website for downloading.
	6. Download and produced materials from DHSS documents. Corporate communications staff advised that as a health plan, however, materials have to be approved by CMS.
	7. News releases and radio messages were also of interest but more immediate need would probably be met with the written materials for members.
	8. Working to identify planned outreach efforts in Missouri in the next few months, as well as "assessment" events
Missouri Coordinated School Health Coalition Jeanie Bryant	Aligned messages in their brochure with "eat smart" and "move more"
Missouri State Medical Association	1. Mailing screening cards and letters to all 6,500 physician members to inform about the campaign

Johanna Echols	2. Plan to have at least one article in Missouri Medicine
	3. Adding information on MSMA website with link to DHSS campaign website
* REGION 1	
Southwest Office on Aging Starr Kohler	1. Included the materials in golf tournament goodie bags and at The Summit (September); distribute materials at board retreat (October)
	2. September/October <i>Vintage Voice</i> (13,000 circulation): included general campaign announcement article and the Eat Smart article
	3. Mailing to Centers with packets of brochures and posters for posting (September)
	4. Materials will be posted in all Senior Centers beginning immediately, and continuing through January
	5. November/December <i>Vintage Voice</i> : include the Move More article and the Be Tobacco Free article
	6. January/February <i>Vintage Voice</i> : include the Get Recommended Screenings article
	7. Campaign materials will be distributed at all agency and center presentations (approximately 6-10 per month)
	8. Campaign materials will be included at volunteer training
	9. December/January: distribute materials at all 50 tax counseling sites
Douglas County Health Department Sonya Hedges	1. Include series of 5 articles in Douglas County Health Department monthly newsletter
	2. Distribute screening cards on Public Health days
	3. Posters placed at Douglas County Health Department, public library, Copeland Industries, and the Missouri Community Health Clinic
	4. Distribute message cards with the Douglas County Health Department monthly newsletters
	5. Contact KKOZ re: radio spots with spokesperson from the Douglas County Health Department promoting campaign
Missouri Rural Health Association Myrna Bruning	Methodist Church in Kimberling City is posting information in the church and distributing materials to church members
City of Springfield Mary Ellison	Adopted Live Like Your Life Depends On It campaign as theme for next 12 months. Kicked off in September with overview and first screening info for cholesterol

REGION 2	
Southeast MO AAA Ruth Dockins	1. Contacted each center to display the 4 posters; distribute brochures, flyers, screening cards, and magnets at health fairs, and other places where seniors gather; and include newsletter articles in newsletter, one each publication
	2. Southeast AAA printed the Eat Smart article in August newsletter

REGION 3	
The Care Connection for Aging Services (Warrensburg AAA) Diana Hoeman	1. Provided information about the campaign in the Care Connection News in the form of either a print ad or press release.
	2. Provided the print ad to the local senior centers to publish in their local newsletters.
	3. Sent the press release and print ads to local newspapers and churches
	4. Sent the radio spots to the local radio stations
	5. Display posters in local communities (normally the senior centers)
	6. Disseminate screening cards, brochures and flyers at local health fairs
	7. Distribute flyers through the senior center – congregate and home delivered meal participants
	8. Utilize campaign materials during our Active Aging Week events
REGION 4	
Northwest MO AAA Melissa Steele	1. Use timeline to distribute posters and brochures at senior centers and area health departments
	2. Distribute brochures, screening tool and flyer at health and senior fairs. Include message cards in home-delivered meals each month. Will use ads in quarterly newsletter and send as a PSA to local papers.
REGION 6	
Central MO Area Agency on Aging (CMAAA) Kate King	1. All four key action posters will be displayed at each of the senior centers (34 senior centers total)
	2. Published the general campaign announcement article in September in <i>Silver Eclectic</i> newsletter (9,000 circulation) and senior center newsletters; will include the Eat Smart article in October, the Move More article in November, the Be Tobacco Free in December, and the Get Recommended Screenings in January.
	3. Will include the specific print ads with the corresponding key action.
	4. CMAAA will distribute the color brochure and the message cards at senior centers and health and senior fairs. Will distribute message cards at the senior centers to correspond with newsletters
	5. Provide sample materials and copies of blank order forms at meetings
	6. Encourage our senior center staff to share examples of the campaign materials
REGION 7	
Clay County Public Health Center Jodee Fredrick	1. Framed posters for display in the front lobby
	2. Incorporated the Live Like Your Life Depends On It campaign into September cholesterol awareness and know your numbers campaign. Campaign materials are posted in every Hy-Vee Store and CVS Pharmacy in Clay County as well as the YMCA.

	3. Plan to incorporate the message into each monthly chronic disease promotion
Independence Health Department Karen Van Fleet	1. Series of 10 articles in <i>The Examiner</i>
	2. Distributing brochures to doctors and pharmacists in Independence
	3. Article in their physician newsletters
	4. Promote messages through cable television
REGION 8	
Mid-east Area Agency on Aging John Gamache	1. Distribute the brochure to each senior center participant and at each speaking engagement and health fair involving the agency
	2. Distribute the screening cards at health screenings sponsored by the agency
	3. Print one of the newsletter articles in the November issue of <i>Aging Matters</i> , MEAAA's quarterly newsletter.
	4. Send each of the newsletter articles to local publications, localized with quotes from health care professionals with whom MEAAA works.
	5. Request that local libraries and community centers display the posters
* The regions used in this list are those set up by the Missouri Area Agencies on Aging, www.dhss.mo.gov/SeniorServices/AAARegion.pdf See map on next page.	

