



## Campaign Materials

### Brochure {3.66 x 8.5" Folded | 4 Color}



This overview of campaign messages includes tips for getting regular health screenings, eating smart, moving more, being tobacco-free, maintaining a healthy weight, and getting appropriate chronic disease follow-up. It's great for distributing at meetings or making available in lobby areas or waiting rooms. Can also be given to patients at risk for chronic disease or adults getting their annual health screenings. Share this with other community partners to maximize reach. **Available in quantities of 25.**

### Top Ten Flyer {8.5 x 11" | 4 Color}



This flyer gives our audience a handy list of actions that help prevent and manage chronic disease. Great for direct mail pieces and quick event stuffers. **Available in quantities of 100.**

### Posters {10 x 16" | 4 Color}



These posters are great for lunchrooms, bulletin boards or lobby areas. Posters could be staged and coordinated for release with other community partners. They can be used to announce events. You could drop them off where your audience spends time, in grocery stores, libraries, senior centers, community centers or public meeting rooms. **Available individually in quantities up to 10. Also have 2 available in Spanish.**

### Screening Card {5.5 x 8.5" | 2 Color}



Utilize this simple screening card to remind patients 45 and older when it's time for their next health screening. Featuring each of the most critical types of screenings for men and women, they serve as a great reminder for those that have chronic disease or are at risk for one or more chronic diseases. **Available in quantities of 100.**

**Screening Card-Large Print {8 x 10.5" | 2 Color}**  
**Available in quantities of 100.**

### Print Ads {7 x 10"; 4 x 7"; 7 x 4"; 2 x 5" | Black}



These ads can be placed in your local paper, in church bulletins, newsletters or a wide variety of other applications. Various sizes are available to meet your needs. Make sure you check with your media outlet for the sizes that work in their publication before ordering. You may choose a version that allows room for your logo, or use the print-ready ones.

### Message Cards {3.6 x 8.5" | 4 Color}



Here's a great way to send out healthy messages to any of your constituents. You can send these with paychecks, account statements, or any other regular format you use to directly communicate with your employees, patients or clients. **Available in quantities of 100.**

### Radio Spots {Mp3 Station Ready Files}



The Live Well Message Alliance has produced various 30-second and 15-second radio commercials, a 60-second radio commercial, and different 10-second scripts that can be announcer-read Public Service Announcements at the radio stations. The produced versions of the commercials can be downloaded from the campaign resources webpage as mp3 files and sent directly to stations.

### Calendar of Events

Use these monthly calendars to plan activities in your community.

