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| Center: \_\_\_\_\_\_\_\_\_\_\_Marketing and Retention Plan for Evidence Based Health Promotion ClassesDate:08/08/2017 Starts: Ends: |
| **Purpose & Objective:**To work together to recruit, improve and retain participants for these classes. Each class needs to have 10 -15 participants signed up to start a class.  |
| **Team** | **Must Dos:**  | **Nice to Dos:** |
| **Health Promotion:**  **Jayme**EnhanceFitness Walk With Ease**Erika**Stepping OnLiving Well with Chronic ConditionsLiving Well with DiabetesTomando**Judy**Aging Mastery Program | * Provide marketing materials to center
* Brochures (print and PDF)
* Flyers (print and PDF)
* Sign-up sheet
* Newsletter blurb
* Marketing plan checklist
* Post class on Salt Lake County Facebook page
* Post on portal
* Email to Health Promotion Distribution list
* Inquire about doing a Session Zero or lunchtime announcement at center.
 | * Post on community websites
* Present at centers’ advisory committee and staff meetings
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| **CPCs and /or Office Specialists** | * Post class on SLCO online calendar
* Market to community partners
* Email center participants
* Make lunch announcements
* Personally invite people to attend
* Advertise in monthly newsletter
* Call participants who signed up to remind of first day of class
 | * Schedule health educator to present at advisory committee and staff meetings
* Invite Advisory Committee to provide snack
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| **Volunteer Leaders of the Class** | * Have participants fill out all the necessary paperwork for registration, pre and post- test.
* Call the non-attender participants at the end of each class to say they were missed.(Use phone at the senior center at the end of class).
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