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| Center: \_\_\_\_\_\_\_\_\_\_\_  Marketing and Retention Plan for Evidence Based Health Promotion Classes  Date: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 On  Living Well with Chronic Conditions Living Well with Diabetes Tomando  **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 |
| **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 |
| **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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