

LBCHP Marketing + Outreach Milestones

Expectations, Milestones, Evaluation, Available Materials + Branding Guidelines

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Call to Action

We need your support to expand marketing and outreach efforts across the state so that women know about and can utilize LBCHP. Medicaid expansion has made it possible for many more low-income women to become insured. However, we know that in Louisiana, and nationwide, a significant percentage of women needing breast and cervical screenings and follow-up are still not getting these services. The Centers for Disease Control & Prevention (CDC), our primary funding source, challenges us to continue finding and connecting with 'hard-to-reach' women.

Minimum Requirements Overview

LBCHP has developed this guide to support our providers to engage in regular, meaningful marketing and outreach around breast and cervical cancer prevention. The following minimum requirements are intended to help you, and the program, to serve more women, particularly those who have never or rarely been screened:

- ✓ Minimum 1 new Activity per quarter (total 4 or more for the year)
- Choose from or develop your own In-Clinic Activities
- ✓ Choose from or develop your own Online & Outreach Activities
- ✓ Try to engage in a diverse set of activities for the year (combination of In-Clinic, Outreach, and Online)

I Don't Have Marketing or Outreach Staff – How Can I Reach These Milestones?

We understand that navigators, PIs, and clinic staff have their own areas of expertise, and are not always directly involved in marketing or outreach services. We have communications and outreach staff that can work directly with you to reach your goals. Contact Rosamar Martinez (below) who can offer direct support, or guide you to the appropriate team member.



Rosamar Martinez, MPH Intervention Coordinator RMar13@lsuhsc.edu

Minimum Requirements

To engage in regular, meaningful marketing and outreach around breast and cervical cancer prevention, your facility should involve various relevant staff members and departments to meet the minimum requirements (i.e. in addition to navigators, involve community outreach departments, in-house communications/marketing staff, etc.):

- ✓ **Complete at minimum 1 new activity per quarter** (total 4 or more for the year)
- ✓ Choose from or develop your own In-Clinic Activities
- ✓ Choose from or develop your own **Online & Outreach Activities**
- ✓ Try to engage in a diverse set of activities for the year (combination of In-Clinic, Outreach, and Online)
- ✓ Some activities can be counted once, others can be completed and counted multiple times

Please remember to adhere to LBCHP's branding guidelines when applicable (see section on LBCHP branding details).

In-Clinic Activities

Marketing at your physical clinic location is important so that potential patients see information about LBCHP services they could potentially utilize for themselves, or share with people they know. Consistent branding and information that they recognize from what they've seen online or on other marketing materials can help people to retain information.

Online & Outreach Activities

A foundation of LBCHP is that we meet women where they are - whether that's in the clinic, community, or online. Potential women often hear about the program through targeted outreach efforts, word of mouth, by visiting your website or social media page, etc. before deciding to call or visit. For online research, most people will use a search engine, such as Google, to find your phone number. Including information about LBCHP services on your website and/or posted regularly on your social media page could be the link to getting women to reach out. For outreach efforts, personal connection and individual patient support (i.e. by a community health worker, navigator, etc.) can be the key to completed services.

List of LBCHP-Approved Activities

Below are activities based on current materials we have available to you. Feel free to suggest additional ideas that will work well for your facility or online presence. LBCHP's communications team can assist you with writing content, media training, presentations, co-branding, and more.

In-Clinic

- ✓ **LBCHP Window Cling** use on your front door or reception window.
- ✓ **LBCHP Banner Stand** set up in the waiting room.
- ✓ **LBCHP Posters** hang on the walls in your waiting room or exam rooms.
- ✓ Waiting Room Digital Information run the LBCHP video on your waiting room television.
- ✓ **Digital Signage** feature LBCHP throughout your facility.
- ✓ LBCHP Materials Ex: LBCHP FAQ card or program flyer for patients to take home.
- ✓ **LBCHP Feature in Newsletter** submit a feature on your LBCHP services for a newsletter (your facility, organization, etc.).

Outreach & Online

- ✓ **LBCHP Logo and Link on Website** include a description of LBCHP services, with a link to LBCHP.org, and the LBCHP logo on yourwebsite.
- LBCHP on Your Homepage add an LBCHP slide to your website's homepage carousel.
- ✓ **Social Media Posts** include approved monthly posts about LBCHP on your facility's social media accounts: (1) share from our account, (2) use pre-drafted content from us, or (3) use your own content that is LBCHP-approved.
- ✓ Patient Testimonials submit using high-impact formats:
 - Video testimonials
 - Blog testimonials
 - Audio interview testimonials
 - Legislature testimonials
- ✓ **LBCHP Feature in Newsletter** submit a feature on your LBCHP services for a newsletter (your coalition, other external groups).
- Media Opportunities work with LBCHP's communications team on media opportunities:
 - Newspaper article
 - TV interview
 - Radio interview
 - Paid ad placements
- ✓ **Presentation or Group Education** give a presentation or host a group education event for the community or area healthcareproviders to let them know about LBCHP.
- ✓ **LBCHP Promotional Event** host a LBCHP-specific promotional event.
- ✓ Blog Post submit provider blog post for LouisianaCancer.org.
- ✓ Video Story submit provider video story for social media or other digital platform.
- ✓ **Targeted Community Recruitment Efforts** work with the Intervention Coordinator to engage in intentional recruitment efforts with community organizations in service area.
- ✓ **Additional** marketing or outreach task that is not on this list, but has been approved by our communications team as an appropriate substitute.

Getting Credit

Submit documentation of all completed activities to Rosa Martinez (RMar13@lsuhsc.edu) by the end of each quarter (Q) to receive credit. Examples include digital photo, screenshot, etc. If support or technical assistance is needed, please reach out in the first month of the quarter to ensure sufficient time to complete your activity.

Q1 July – September / Q2 October – December / Q3 January – March / Q4 April – June

Example scorecard below:

Quarter 3 Score Card

Facility: X



Service Delivery

	Served	Goal	Progress	Q3 Taraet	Q3 FY22"
Breast					
Cervical					
PN-Only					
Breast				PN-Only	
	x9	٤]		х%	

Business Administration

		5	er	_
Funds Spent				
		1		
Timely Billing	V		Funds 8	pent
Appropriate Documentation	~			
Administrative Responsiveness	~		х%	
Appropriate use of funds	>			

Patient Navigation

,	/	./		Documentation	1	
	•	*		~		
Outreach & Marketing						
	Completed Q3	Additional Q3	Met Y/N	Details	ľ	
Marketing Milestones						

Cervical Cancer Core Indicators

Core Indicator	CDC Goals	Met/Unmel
% of initial program Cervical Screenings provided to never/rarely screened women aged 30 and over		N/A
% of abnormal Cervical Screenings with complete follow up		N/A
% of abnormal Cervical Screenings where the time between screening/referral and final diagnosis is ≤ 60 days□		N/A
% of final diagnosis of HSIL, CIN2, CIN3/CIS, or invasive cervical cancer where treatment has started()		N/A
% of final diagnosis of HSIL, CIN2, CIN3/CIS, or invasive cervical cancer where the time between the date of final diagnosis and the date of treatment initiation is ≤ 60 days0		N/A

Breast Cancer Core Indicators

Core Indicator	CDC Goals	Met/Unmet
% abnormal Breast Screenings with complete follow up()		
% abnormal Breast Screenings where the fime between screening/referral and final diagnosis was ≤ 60 days□		
% of final diagnosis of "CIS, other", DCIS, or invasive breast cancer where treatment has started()		
% of final diagnosis of "CIS, other", DCIS, or invasive breast cancer where the time between the date of final diagnosis and the date of treatment initiation is ≤ 60 days□		
% of PN-Only abnormal Breast Screenings with complete follow-up()		

Recommended Actions Overall, great work this quarter! Data quality and PN support continue to be excellent. Core Indicators: Please ensure treatment start date is entered in Catalyst. Thank you for your continued

EFINITIONS

Case Indicatest. These indicators refer to the Centels for Disease Control and Prevention (CCC)'s goods for the notificial program. Asting criteria.

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Available LBCHP Materials

The following materials are available by request:

- ✓ General Posters
- ✓ PDF of Provider Flyer
- ✓ Large Retractable Sign*
- ✓ Window Decals
- ✓ Lapel Pins
- √ Tablecloth*
- ✓ Message Map
- ✓ Power Point Presentation
- Breast and Cervical Cancer FAQ Cards (separate card for each topic)

Suggested use of materials:

General Posters

These laminated general posters can be used in two ways. First for promotion within your building, such as in a waiting room or a referring department. Second, as promotion of the program within the community, such as churches, town halls, banks, etc.

PDF of Provider Flyer

These specific flyers were created just for your site and include navigator name, location, phone numbers, and in some cases, your logo. We have provided you with an original that you copy for distribution to patients or any others promoting our program. Please know too that our team can assistif your provider location has specific branding requirements.

Large Retractable Sign

This eye-catching sign can be used in a variety of ways. It's most often used for events, and for thosewith the waiting room space, it can be displayed all year long. Due to signage costs, we require that when not in use, you store it in a safe place that locks.

Window Decal

The window decal lets patients know that you are an LBCHP-affiliated provider. For patients who see our flyers, or contact our state information line and need help finding a provider, it is a recognizable sign or indication that they are in the right place. These are removable "clings" and were created for the sliding windows between the front desk and waiting area, or in the entrance of the department or building.

^{*}These items are property of LBCHP and must be returned if the contractual relationship ceases. If anything breaks or is lost, notify LBCHP as soon as possible so that items may be repaired or replaced.

Lapel Pins

These pins are given out to staff members who deal directly with LBCHP patients, and who educate their coworkers and patients about the program. Pins should be worn on the lapel of their lab coats or scrubs.

Tablecloth

This white tablecloth has the LBCHP logo on the front and can be used at events, such as health fairs, to promote the program. This item is costly, and therefore we require that when not in use, you store it ina safe place that locks.

Message Map

The message map will help guide your conversations with the public about LBCHP and what main messages people should remember about the program. This item may get updated periodically with improved statistics or targeted/timely messages. You can also request a message map specific to your event/media needs.

PowerPoint Presentation

This presentation will give a general overview of LBCHP and can be used for event presentations, or meetings with other departments who may need to know more about the program. The presentation should not be modified in any way, unless it is cleared through LBCHP's communications team first.

Breast and Cervical Cancer FAQ Cards

These informational cards explain mammogram and Pap test information and are written at a third-to-fifth grade reading level. These can be given to patients who want more information about screening for themselves or loved ones.

LBCHP Branding Guidelines

Branding is important because it conveys credibility and improves recognition. It will help potential patients recognize the program and relate it to any marketing they have seen. It's that "Oh,I'm in the right place!" feeling.

Logo + Colors

We have included both orientations of our logos below for your use. Simply right-click on the image to save. The aspect ratio of the logos should remain as-is – do not stretch or warp. In addition, please contact our team if you need grayscale and all-white versions.





Our official colors should be used when any materials regarding LBCHP are created. They are as follows:

Brilliant Rose Hex: #F067A6 RGB: 240, 103, 166 Pantone: 211 C CMYK: 0, 57, 31, 6 *Sambuca* Hex: #543518

> Pantone: 1545 C CMYK: 0, 37, 71, 67

RGB: 84, 53, 24

Branding Quick Tips

Program Name

- ✓ The program name includes an ampersand (&), not the word "and" Louisiana Breast & Cervical Health Program.
- ✓ "LBCHP" is an acceptable abbreviation once people are familiar with us, or after the name has been spelled out completely the first time in writing, i.e. Louisiana Breast & Cervical Health Program (LBCHP).

Tagline

- ✓ LBCHP's tagline is: "No-cost mammograms and Pap tests to Louisiana women who qualify."
 - We no longer use the term "free" or "fast-track for Medicaid" to describe our services.
 - Do not change wording, unless one of these exceptions apply:
 - + You can leave off the word "Louisiana," if closely following the same word in order to avoid redundancy, e.g.: "A Special Offer For Louisiana Women!"
 - + If a particular clinic only offers mammograms, it can leave off the Pap test information, and the same if the situation is reversed.

Boilerplate Language

✓ When space allows, the following language is required. Present in smaller type and in an italicized font to distinguish it from the main copy:

The Louisiana Breast & Cervical Health Program (LBCHP) is one of the CDC-funded Louisiana Cancer Prevention & Control Programs (LCP) housed at the LSU Health New Orleans' School of Public Health. For no-cost mammograms and Pap tests, visit www.lbchp.org or call 888-599-1073. To learn more about preventable cancers, visit LCP at www.louisianacancer.org.

Note: Individual LBCHP providers may leave off the last line

LBCHP Approved Activities Tracking/Worksheet

		LBCHP Approved Activities & Measures of Completion	
In-Clinic	Date/Q Completed	Activity	Measure
	·	Use on your front door or reception window.	Complete 1x only
		LBCHP Banner Stand Set up in the waiting room.	Complete 1x only
		LBCHP Posters Hang on the walls in your waiting room/exam rooms.	Complete 1x only
		Waiting Room Digital Information Run the LBCHP video on your waiting room television.	Complete 1x only
		Digital Signage Feature LBCHP throughout your facility.	Complete 1x only
		Ex: LBCHP FAQ card or program flyer for patients to take home.	Complete 1x only
		LBCHP Feature in Newsletter Submit a feature on your LBCHP services for a newsletter (your facility, organization).	# submissions to same department/entity # submissions to different department/entity
		Other approved activity	TBD
Online	Date/Q Completed	Activity	Measure
		Include a description of LBCHP services, link to LBCHP.org, and the LBCHP logo on your website.	Complete 1x only
		LBCHP on Your Homepage Add an LBCHP slide to your website's home page carousel.	Completed 1x only
		Social Media Posts Include approved monthly posts about LBCHP on your facility's social media accounts: (1) share from our account, (2) use pre-drafted content from us, or (3) use your own content that is LBCHP-approved.	# posts to same social media account # posts to different social media accounts

		Blog Post	# blogs submitted
		Submit provider blog post for LouisianaCancer.org	
_		Other approved activity	TBD
Outreach	Date/Q Completed	Activity	Measure
		Media Opportunities	# Media opportunities
		Work with LBCHP's communications team on:	completed
		Newspaper article Radio interview	
		• TV interview • Paid ad placements	
		LBCHP Feature in Newsletter	# submissions to same
		Submit a feature on your LBCHP services for a newsletter (your coalition, other external groups).	entity # submissions to different entities
		Patient Testimonials	# testimonials completed
		Submit using high-impact formats:	# formats completed per
		Video testimonials Audio interview testimonials	testimonial
		Blog testimonials Legislature testimonials	
		Presentation or Group Education	# presentations/events
		Give a presentation or host a group education event for the community or area healthcare providers to let them know about LBCHP.	completed
		LBCHP Promotional Event Host a LBCHP-specific promotional event.	# events completed
		Blog Post Submit provider blog post for LouisianaCancer.org	# blogs submitted
		Video Story Submit provider video story for social media or other digital platform.	# video stories submitted
		Targeted Community Recruitment Efforts Work with the Intervention Coordinator to engage in intentional recruitment efforts with community organizations in service area.	# of efforts completed
		Other approved activity	TBD