



LBCHP Marketing + Outreach Milestones

Expectations, Milestones, Evaluation, Available Materials + Branding Guidelines

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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 your website.
- ✓ **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 healthcare providers 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.

Evaluation

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

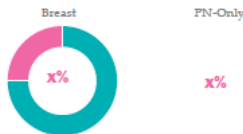
Example scorecard below:

Quarter 3 Score Card Facility: X



Service Delivery

	Served	Goal	Progress	Q3 Target	Q3 FY22*
Breast					
Cervical	--	--	--		--
PN-Only					



Business Administration

	Amt Billed	Total	Progress	Remainder	Q3 Target
Funds Spent					

Timely Billing	✓
Appropriate Documentation	✓
Administrative Responsiveness	✓
Appropriate use of funds	✓

Funds Spent

x%

Patient Navigation

Clinical Responsiveness	Patient Navigation Documentation	Data Entry Documentation
✓	✓	✓

Outreach & Marketing

	Completed Q3	Additional Q3	Met Y/N	Details
Marketing Milestones				

Cervical Cancer Core Indicators

Core Indicator	CDC Goals	Met/Unmet
% 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 days		N/A

Breast Cancer Core Indicators

Core Indicator	CDC Goals	Met/Unmet
% abnormal Breast Screenings with complete follow up		
% abnormal Breast Screenings where the time 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		

Feedback & 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 partnership!



DEFINITIONS
Core Indicators: These indicators refer to the Centers for Disease Control and Prevention (CDC)'s goals for the national program. **Rating criteria:** If one CDC goal is marked as "Unmet" in the Core Indicator Table, then the metric is rated "Needs Attention" (i.e., yellow). If more than one CDC goal is marked as "Unmet", then the metric is rated "Not Met" (i.e., red). **Quality (Q) Goal Met:** Number of women screened for initial mammograms and/or Pap tests as proportion of cervical screening goal(s) stated in provider contract. **Quality: Clinical Responsiveness:** Patient Navigator and Data Entry staff respond to LBCHP questions and resolves problems in a timely manner. **Quality: Patient Navigation Documentation:** 1) Qualifying, navigated patients added to the Navigation database, and 2) Required fields entered into the database (insurance status, screening dates, diagnosis dates, etc.). **Admin: Dollars Spent (DS):** Percentage of total dollars spent as a portion of the total contract. **Admin: Timely Billing:** Bills submitted to LBCHP monthly (by the 15th). **Admin: Appropriate Documentation:** Documentation provided that can verify and support the expenses billed. For example, if provider is billing for salaries/wages, the supporting documentation would be a copy of the payroll report or ledger, or copies of payroll check stubs. **Admin: Administrative Responsiveness:** Administration responds to LBCHP questions and resolves administrative problems in a timely manner. **Outreach Events:** Number outreach events completed (Virtual or in-person) to provide education on breast and cervical cancer early prevention and strategies to LBCHP services. **Outreach Referrals:** Number of women that were connected to LBCHP services through completion of the LBCHP online referral form.

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 in a 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
RGB: 84, 53, 24
Pantone: 1545 C
CMYK: 0, 37, 71, 67

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 Tracking/Worksheet

LBCHP Approved Activities & Measures of Completion			
In-Clinic	Date/Q Completed	Activity	Measure
		LBCHP Window Cling 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
		LBCHP Materials 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
		LBCHP Logo and Link on Website 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 Submit provider blog post for LouisianaCancer.org	# blogs submitted
		Other approved activity	TBD
Outreach	Date/Q Completed	Activity	Measure
		Media Opportunities Work with LBCHP's communications team on: <ul style="list-style-type: none"> • Newspaper article • Radio interview • TV interview • Paid ad placements 	# Media opportunities completed
		LBCHP Feature in Newsletter Submit a feature on your LBCHP services for a newsletter (your coalition, other external groups).	# submissions to same entity # submissions to different entities
		Patient Testimonials Submit using high-impact formats: <ul style="list-style-type: none"> • Video testimonials • Audio interview testimonials • Blog testimonials • Legislature testimonials 	# testimonials completed # formats completed per testimonial
		Presentation or Group Education Give a presentation or host a group education event for the community or area healthcare providers to let them know about LBCHP.	# presentations/events 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

