

# LBCHP Marketing + Outreach Milestones

## Summary Guidance

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### 1. 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.

### 2. Point of Contact

Contact Rosamar Martinez ([rmar13@lsuhsc.edu](mailto:rmar13@lsuhsc.edu)) if you need direct support, guidance, or technical assistance.

### 3. Minimum Requirements

- ✓ **Complete at minimum 1 new activity per quarter** (total 4 or more for the year)
  - Engage in a **diverse** set of activities for the year (i.e. combination of in-clinic/in-reach, outreach, and online. See pages 2-3 in the Marketing Milestones Guidance for details).
  - Some activities can be counted once, others can be completed and counted multiple times (see pages 10-11 of the Marketing Milestones Guidance).
  - Your facility should involve other relevant staff members and departments to meet the minimum requirements. In addition to navigators, involve community outreach departments, in-house communications/marketing staff, etc.

### 4. Tracking efforts

LBCHP developed a table to help you track your efforts (see pages 10-11 of the Marketing Milestones Guidance). You **do not** have to submit this table to LBCHP.

### 5. Getting Credit

Email Rosamar Martinez ([rmar13@lsuhsc.edu](mailto:rmar13@lsuhsc.edu)) by the end of each quarter with information about completed marketing activities. Note that you will need to provide documentation of completion, such as a screenshot or photo, depending on the activity completed. Credit for completing activities will be reflected in your quarterly scorecard.

#### Due dates

- **Q1** – Send by September 30, 2023
- **Q2** - Send by December 23, 2023
- **Q3** - Send by March 31, 2024
- **Q4** - Send by June 30, 2024

\*\* dates are subject to change contact LBCHP staff for questions