

LBCHP Marketing + Outreach Milestones

Summary Guidance



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) 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) 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, 2024
- **Q2** - Send by December 20, 2024
- **Q3** - Send by March 31, 2025
- **Q4** - Send by June 30, 2025

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