

GROUP A – LED BY BARBARA KOENIG

Group A determined that the communication strategy should first address “community impact.” The group used the list of ideas from the 1/24/13 meeting and prioritized into 5 categories:

Note: **(1)** indicates the activity is “most urgent/easiest” – first priority

- Health fairs and booths
 - **Booths staffed by community board members or REP staff (1)**
 - Create standard exhibit
 - Recruit/inform at county fairs
 - **Salvation Army and Hawthorne and other new sites (1)**
 - **PAiR – Rochester (1)**
 - **Faith based organizations (1)**
 - **Parish nursing (1)**
 - Senior Centers
 - Public Library
 - Skyway/Food Court
 - **Gay Pride Event (1)**
 - Project Community Connect
 - **Mayo Clinic & Olmsted Medical Center media services to publicize REP research locally (already happening) (1)**
- Local employers
 - Hormel Institute
 - Other Clinics (RCTC, etc.)
 - School Clinics
- School and speaker’s bureau
 - Rotary club
 - Chamber of Commerce
 - Workforce Center
 - Fine arts community and theatre
 - Adult and community education organizations
 - School systems – annual STEM event
 - School systems in Rochester & surrounding communities
- Strategies for diverse communities
 - Public access television station; special language stations
 - IMAA (Intercultural Mutual Assistance Association)
- Social media and Paid Advertising
 - **Twitter, Facebook, blogs (1)**
 - Commercials on television
 - Newspaper advertising, articles

GROUP B – LED BY BARBARA YAWN

Group B determined that the communication strategy should first address “impact on public.” Also recommended is that the key messages should address the following:

1. The REP exists
2. Your records are likely in the REP
3. A lot has been learned due to the REP
4. Research authorization – opt out/get in (unique populations, e.g., 18-22)
5. REP is unique resource and source of pride

From the messages above, the group agreed that the most important aspect to address is the impact on the public by highlighting the outcomes and affect on the public. Examples of effect on public include improving health by decreasing death, doctor visits and costs. The target audience is everyone in southeast Minnesota.

Methods for executing the communication strategy include the following:

- 1. Social media**
 - a. Facebook
- 2. Advertising**
 - a. Ad in newspaper
 - b. Local television and radio stations
 - c. Billboards
 - d. Information posters (library, lunch lines, public space – schools)
- 3. County fairs**
- 4. Bumper stickers**
- 5. Website**

Original brainstorming list from 1/24/13 meeting

- Recruit/inform at county fairs
- Educate local employers
- CAB members staff booths
- Salvation Army – educate so that they understand (and other new sites, such as Hawthorne)
- PAiR – Rochester
- Adult and Community Education organizations; RCTC Clinic
- Commercials on public radio, TV
- Newspaper advertising, articles
- Booth at local Health Fairs (already at Rochester Women’s Expo)
- Project Community Connect
- Twitter, Facebook, blogs
- School systems - annual STEM event
- School systems in Rochester and surrounding communities
- Faith-based organizations
- Parish nursing
- Public Health Department – sends health bulletins that are used by churches
- Booth at Gay Pride event
- Hormel Institute
- Mayo Clinic & Olmsted Medical Center media services to publicize REP research locally (already happening)
- Fine arts community and theatre (may be resource for assisting with design of materials)

Original brainstorming list from 1/24/13 meeting – cont'd

- Senior Citizen Centers
- Public Library
- Booth in the skyway/food court during lunch time
- Chamber of Commerce/business community in Rochester and surrounding communities
- Work Force Center
- Public access television station (Jane Belau); special language stations
- IMAA (Intercultural Mutual Assistance Association)
- United Way
- Link on REP website explaining how you can be “in” or “out” of REP; query regarding status of in or out; maybe send research authorization forms or add to Mayo patient portal apps
- Email (from doc/system, patient portal)
- Sports organizations and venues
- Targeted ads, such as parents of new babies (Ex: Baby’s R Us registry; welcome packet from post office for new residents)
- Target college-aged students regarding age 18 reauthorization; provide information
- Volunteer at local telethons or set-up booth at telethon
- Booth for “Research Day”
- Diversity council, minority liaison in schools
- Catholic Charities, Lutheran Social Services
- Add RSS feeds for people who have signed up
- Interpreter services at Mayo Clinic and OMC
- Use Dr. St. Sauver’s paper about why people go to the doctor to help educate front line workers about importance of REP and research