

2020 CTAAFSC Outreach Plan

What: CTAAFSC/Integral Care

Objective: Significantly increase awareness of the CTAAFSC

Increase conference attendance (paid)

Increase exhibitors

Attract new people to workshop or present

Focus group: African Americans; clients and consumers of Integral Care; adults and children; professionals, individuals; people with lived experiences; homeless; people living with substance abuse issues, IDD, developmental challenges, mental health issues; caregivers; **Conference is open to ALL**

Logistics: flyers and posters; time and place; transport/deliver flyers; volunteers/foot soldiers

Marketing: direct contact; email; media advertisement; create Facebook Event

hospitals/clinics/health centers

social media- Facebook, Twitter, Snapchat

senior social clubs and centers - YMCA

youth centers

schools – AISD, DVISD, EISD

libraries

shelters

religious centers - churches, mosques

Budget: for transportation, flyers, posters, promotional items

Constituency-Specific Outreach Plan

- High-traffic areas: places where there are high pedestrian foot traffic (hospitals, clinics, grocery shops, public transportation hubs, libraries, schools, etc.)
- Community events: locations where the community meets (religious centers, fairs, cookouts, sporting events, etc.)
- Organizational Meetings: locations with our focus group's membership (local clubs, sororities, faith-based organizations, YMCA; youth centers)
- Person contact events: Any scenario where you physically meet and speak with consumers or people

Publicity and Outreach

- Create flyers and posters to promote CTAAFSC and distribute
- Encourage local groups to publicize CTAAFSC at their meetings/ events
- Media time: ads in newsletters, newspapers, magazines, local radio stations, tv station
- Social media platforms – Facebook, Twitter, Instagram, Snapchat
- IHS Public Affairs for public service announcements
- Email previous attendees
- Sponsors and donors get flyers
- Host an event? Attend other events to drive publicity??
- Set up an information center in a high traffic zone

Timeline

August 2019 to Feb 11-12, 2020

August/September: video to push call for papers and awards

October: 15, 20, 30- second and 1-minute scripts for radio stations to play

November/December/January: TV morning show appearance; radio

February: TV morning show appearance; radio

- Get a media packet sponsor to facilitate media outreach
- Set up air/ media times and dates with committee members who can speak well (storyteller)
- Communication department to help with video production, scriptwriting
- Leonor Vargas to help with AISD TV
- List of all upcoming events and plan for attendance (with flyers)
- List of places to send flyers and
- Get a concise write-up about the conference's history and impact in the community published; get interviewed
- Flyers! Flyer! Flyers Everywhere!!!! Poster too!