

TIP SHEET

What Can You Ask Organizations to Do?

Planning

- Assist in program development
- Collect data to help target the program
- Obtain market research or other data
- Identify available appropriate health communication materials
- Help pretest materials
- Participate in focus groups

Resource Development

- Provide "in-kind" contributions (e.g., printing, collating, mailing services, public service space, or time in media)
- Help raise funds
- Contribute staff or volunteer time

Program Implementation/Publicity and Promotion

- Provide conference rooms/space for program meetings and activities
- Organize or participate in attention-getting events (e.g., health fairs, press conferences)
- Prepare press releases
- Design website, distribute emails
- Prepare exhibits for public places (e.g., shopping malls, building lobbies, schools, public libraries)
- Distribute materials
- Write letters
- Publish articles in newsletters
- Sponsor presentations
- Offer individual counseling
- Provide recognized, credible spokesperson
- Provide media interview

Tracking and Follow-Up

- Provide computer or manual services for program tracking
- Follow-up by telephone with participants to assure continued involvement