Promote Your Program

This resource provides a process and a template for promoting the program to the greater community.

It is important to promote your program to the larger community in order to gain broader support but also to educate the community about palliative care in general.

Here are a few suggestions for getting coverage about your program in local media:

- Every member/organization of your community team should inform its own staff and board of directors about its participation in the Community-Based Palliative Care Program. Use internal newsletters, email updates, board updates, and other standard forms of staff communication in the organizations. If you have a corporate blog, publicize the program in an entry.

- Post the news release on your website and announce in social media channels, like Facebook and Twitter.

- Who are your local media? The local newspaper, TV station, and radio station(s) are all options. Find out the email addresses or fax numbers of your local media. Most reporters prefer email communication, but fax works well, too.

- Share with community organizations that work with you, such as senior centers, hospice programs, and hospital social workers. Ask yourself, “Who do we want to know about this?” Try to send the release to a specific person at the organization to increase the chance of it being used.

- After you send the release, call the person you sent it to and ensure they received it and see if they have any questions. Ask if they plan to announce your news, but remember it’s their choice.

- Check your local paper, watch the local TV news, and listen to your local radio station to determine if your news was shared. It’s generally considered bad form to call a contact to ask if they used your information. If you know your contact well, you could follow up.

- Copy the news release text into your organization’s electronic letterhead or into a new document and, if possible, add your logo electronically to the template.