

## **Appendix K**

# Hurricanes Katrina and Rita Exposures (KARE) Registry Outreach-Media Plan Outline

# Outreach-Media Plan Outline

## I. Purpose

### a. *Introduction to the KARE Registry*

### b. *Objectives (3)*

(1) Raise awareness of the KARE Registry and its purpose among Gulf Coast residents, with a paid media focus on New Orleans, LA, Gulf Coast Mississippi, and East Baton Rouge, LA (specific communities TBD),

(2) Encourage cooperation among individuals contacted for participation (with the goal of enrolling 3,000 individuals),

(3) Provide a means for ensuring ongoing, two-way communication between the Registry team and prospective participants to maintain a flow of accurate, timely information to the Gulf Coast community, and for its residents to share any concerns and/or questions they may have with the Registry team, and

(4) Assess the feasibility of outreach activities for a possible full scale registry implementation.

## II. Target Areas

### a. *Describe sampling areas for the Registry: Mississippi, Louisiana, Alabama, Texas*

### b. *Proposed sample size: 3,000*

## III. Approach

Summarize role of subcontractor, Louisiana Public Health Institute, and community-based partnerships as key outreach and public engagement strategy.

## IV. Engage & Build a Broad Partnership

### a. *Outline steps for engaging prospective partners and building the KARE partnership*

*i.* Identify and develop list of organizations and community leaders

*ii.* Contact prospective partners

*iii.* Identify outreach opportunities for partners

*iv.* Track Outreach Contacts (i.e., contacts made, date, interest/responsiveness to invitation to join the partnership)

**V. Develop & Implement a Registry Media Campaign**

**a. Messages and Materials**

Provides details for the paid media primary/secondary goals, message development process, campaign markets, campaign identity, proposed outreach and media campaign materials (e.g., brochures, posters, public service announcements, specialty items, etc.).

**b. Paid Media Effort**

Describes proposed media outlets (i.e., community level posters, paid radio, community radio, news print publications, and online marketing outlets and channels) for the campaign

**c. Earned Media Effort**

Outlines media strategy utilizing strategic interviews with news media outlets, press release distribution, and support for interview preparation (i.e., development of talking points, training tips, etc.)

**VI. Timeline**

**a. Launch – September 2012**

*Short term focused push approximately three weeks prior to onset of data collection.*

**b. Second Push – November May 2012**

*Conduct a second wave of targeted media outreach activities at the estimated mid-point of data collection to again heighten public awareness/attention on the Registry*

**VII. Campaign Implementation**

**a. Equip Partners**

**b. Promote the Study and Encourage Participation**

**i.** Community-based Outreach

**ii.** Traditional Outreach

**iii.** Social Media Outreach

**VIII. Support Ongoing Communication**

- a.* Create a KARE Registry monthly newsletter.
- b.* Recognition of partners posted to website and in the Registry newsletter.
- c.* Bi-monthly teleconference and possible Webinars with outreach partners, and in-person meetings when on the ground.
- d.* Periodic, one-on-one monthly calls with outreach partners to share updates and address any concerns or problems they may experience.

**IX. Track the Impact**

Discuss tracking the impact track the impact of the community outreach efforts by analyzing data on how and where registrants first hear of the KARE Registry to help identify the most effective use of outreach and media campaign resources.

**X. Implementation Schedule**

Timeline of pre-, launch, and post-campaign activities by month