

the conversation project

SPREADING THE PUBLIC HEALTH CAMPAIGN
IN YOUR COMMUNITY



Create a Strategy

- Think through: what local organizations, institutions or media outlets would benefit from this message?
- Who at these institutions is the appropriate contact?
- Research those individuals email addresses and phone numbers

Make a Request

- Reach out to Zack Rubin: ZRubin@IHI.org to receive the editable files
- In the same email please share how you plan to use the materials

Find a Designer

- Work with your own designer to modify the PSAs and add your logo
- **Note: your organization absorbs design, sizing and related printing costs**

Customize

- Use The Conversation Project's "PSA Pitch Letter to Communities" document and customize it to reflect your organization and its goals

Email, Call & Follow up

- Copy and paste the letter into an email and attach a low resolution version of the PSA creative as an example
- Professionals are busy and are inundated with emails. it's ok to follow up by phone and email
- Be persistent and polite

Track & Record

- Keep a record of the organizations that have agreed to share the PSA and how they will use it
- If there's a metric to share (audience number, social media following, number of office visits monthly) - then please share this with The Conversation Project team