

# UCLA Abstracts for NCS Research Day

---

## Using Media and Marketing to Support Hi-Lo Dynamic Enrollment Model

**Introduction:** The Hi/Lo Dynamic Enrollment Model uses community outreach and direct-to-consumer marketing to encourage self-referral of participants. A successful communications campaign is a crucial element in the Hi-Lo recruitment strategy.

**Methods:** The initial phase of the communications campaign focused on building general awareness of the National Children's Study (NCS). Phase two focused on developing and testing core messages that would resonate with potential participants through a series of focus groups with community members. The third phase is focused on reaching potential participants through (1) traditional earned media (regionally and locally in English, Spanish, and Mandarin) through print, online, radio, and television; (2) social media (Facebook and Twitter); (3) direct mail pieces with different messages targeted to potential participants; (4) media buys through on air commercials on radio stations; (5) online campaign with banner ads; (6) public service announcements on Spanish language radio and television stations; (7) engaging health providers as a trusted source to inform and educate about the NCS.

**Results:** To date our communications campaign has reached an estimated 134,821,133 readers/viewers nationally, regionally, and locally. If Los Angeles-Ventura Study Center (LAVSC) were to buy advertisement (ad value) in order to reach the same number of people/viewers, it would have cost \$1,078,440. The online campaign has propelled LAVSC's website hits to number one for the past several months (from 14<sup>th</sup> place in October 2010).

**Discussion:** LAVSC has launched a successful communications campaign in support of the Hi-Lo recruitment strategy, and received overwhelming media coverage for the NCS.