



Outreach and Engagement Strategies in Douglas County, Colorado Patterns of Response and Associated Costs

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Direct to Consumer Two-Tired Recruitment



- Identification of expanded geographic areas, around selected segments
- Marketing to eligible communities and potentially eligible women
- Self-referral and recruitment of eligible women via mail, phone and web contact



Goal of the Study



- To describe the methods used to generate awareness and self-referral of potential participants in Douglas County
- To estimate the overall personnel and non-labor costs associated with these methods.



Douglas County Characteristics



General Demographics

- Population of Douglas County, Colorado = 288,225
- Size = 843 square miles
- Primarily Caucasian (85%)
- About 97% have a high school education (or higher)
- 3.2% below poverty line

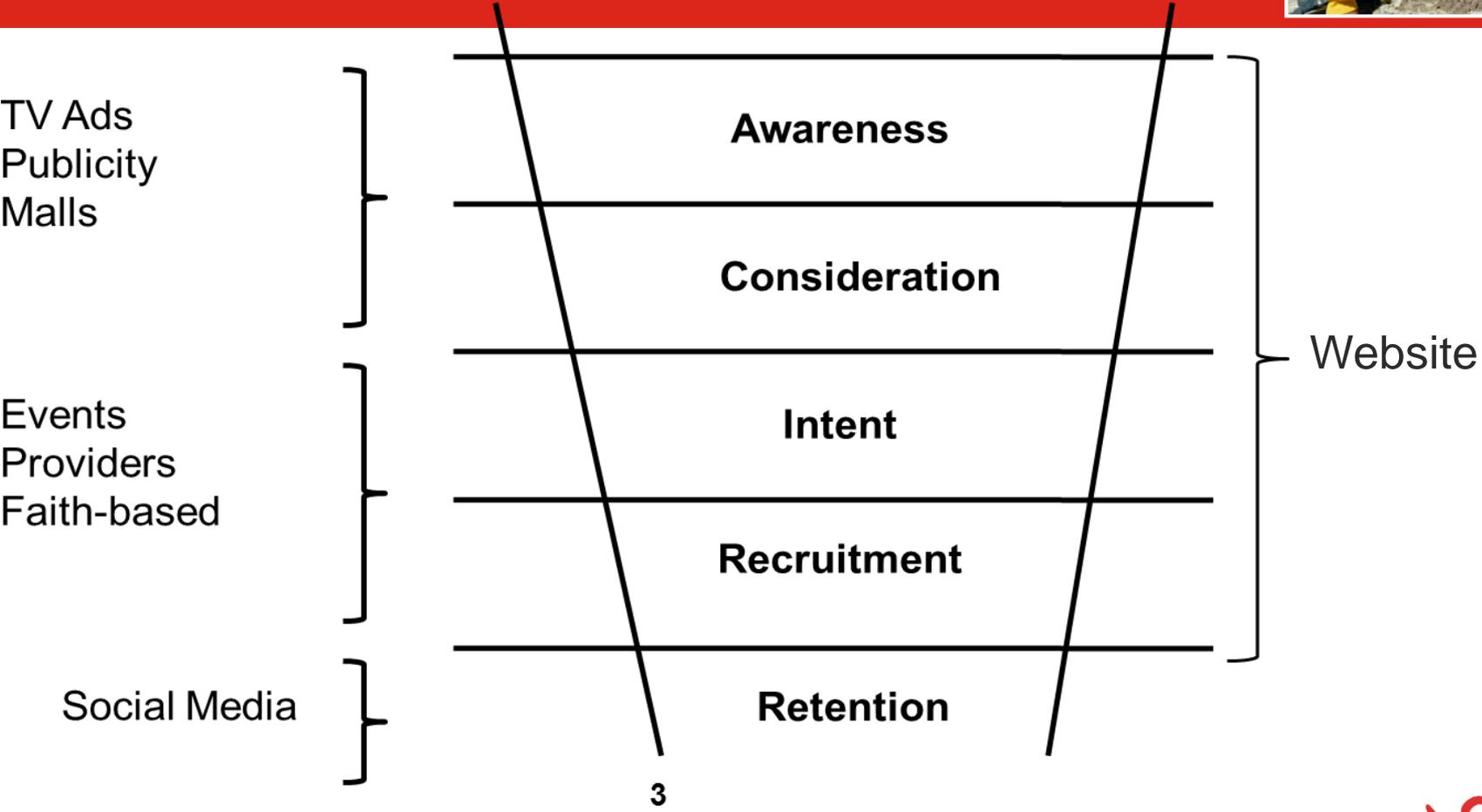
Consented Participants

- Majority are Caucasian (97%)
- Primary home language is English (100%)
- More than a high school education (95%)
- Age 30-34 = 48%





Purchase Funnel



Marketing Techniques



- Conventional marketing
 - Direct mail
 - Print media
 - Television/radio advertisements
 - Community events

- Prenatal care providers
 - Study brochures

- Social networking
 - Facebook
 - Local web site



Marketing Techniques



- **Direct Mail:** Eligibility screeners, return envelopes, reminder postcards, study information sent to eligible households.
- **Community Events:** Farmers markets, consignment sales, Parker 4th of July celebration, summer concert series.
- **Prenatal & Pediatric Provider Outreach:** Presentations to hospital and clinic providers/staff. Letters mailed, phone calls and/or in-person presentation of study information.
- **Print:** Brochures, flyers, posters, stand-up displays, mall marquee. Local articles in Denver Post and local Douglas County newspapers.
- **Television/Radio Advertisements:** TV interest stories local affiliates (ABC, NBC and FOX). Radio interview aired on local NPR affiliate.
- **Social Networking:** Facebook, Twitter, YouTube, local website.



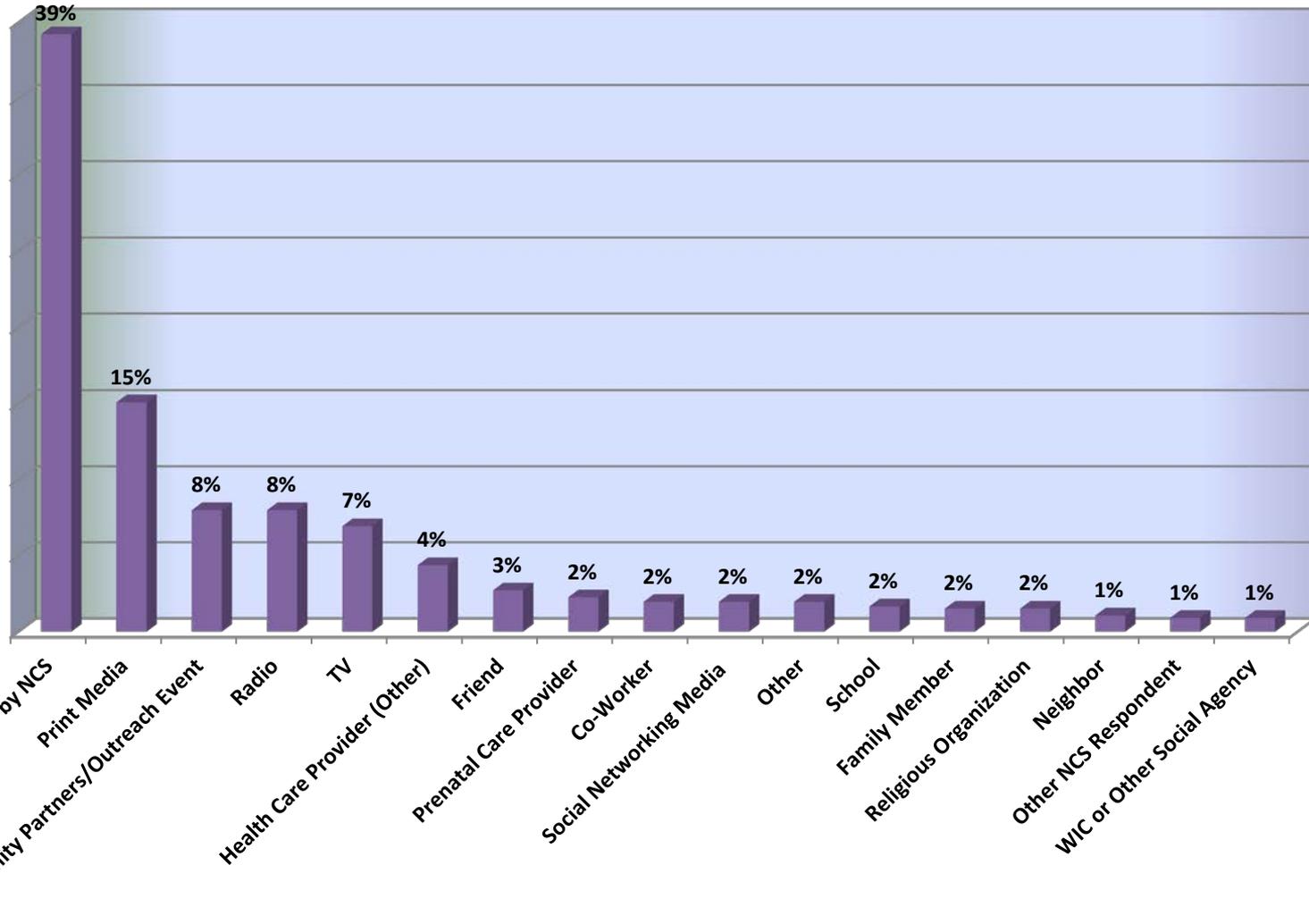
Methods



- 17 marketing techniques used between August 2010 and July 2011
- About 1150 women completed a Pregnancy Screener
- Of those, about 700 women responded to the question “*How did you hear about the NCS?*”
 - 450 women did not indicate a response.



How Did Responders Hear About NCS?



Success of Marketing Techniques



- Most effective: receipt of an eligibility packet mailed or delivered (39% of responses).
- Other successful strategies:
 - Print media (15%)
 - Community events (8%),
 - Radio (7%), TV campaigns (7%)
 - Health care providers (4%)
- Number of successful marketing sources:
 - 3% heard from one source;
 - 20% from 2 sources,
 - 6% from 3 sources
 - 2% from 4+ sources.



Calculating Marketing Costs



- **Staffing Costs**

- All staff time (plus mileage)
- Based on 8 job classification categories.
- Each category is assigned an average hourly wage.

- **Non-labor Costs**

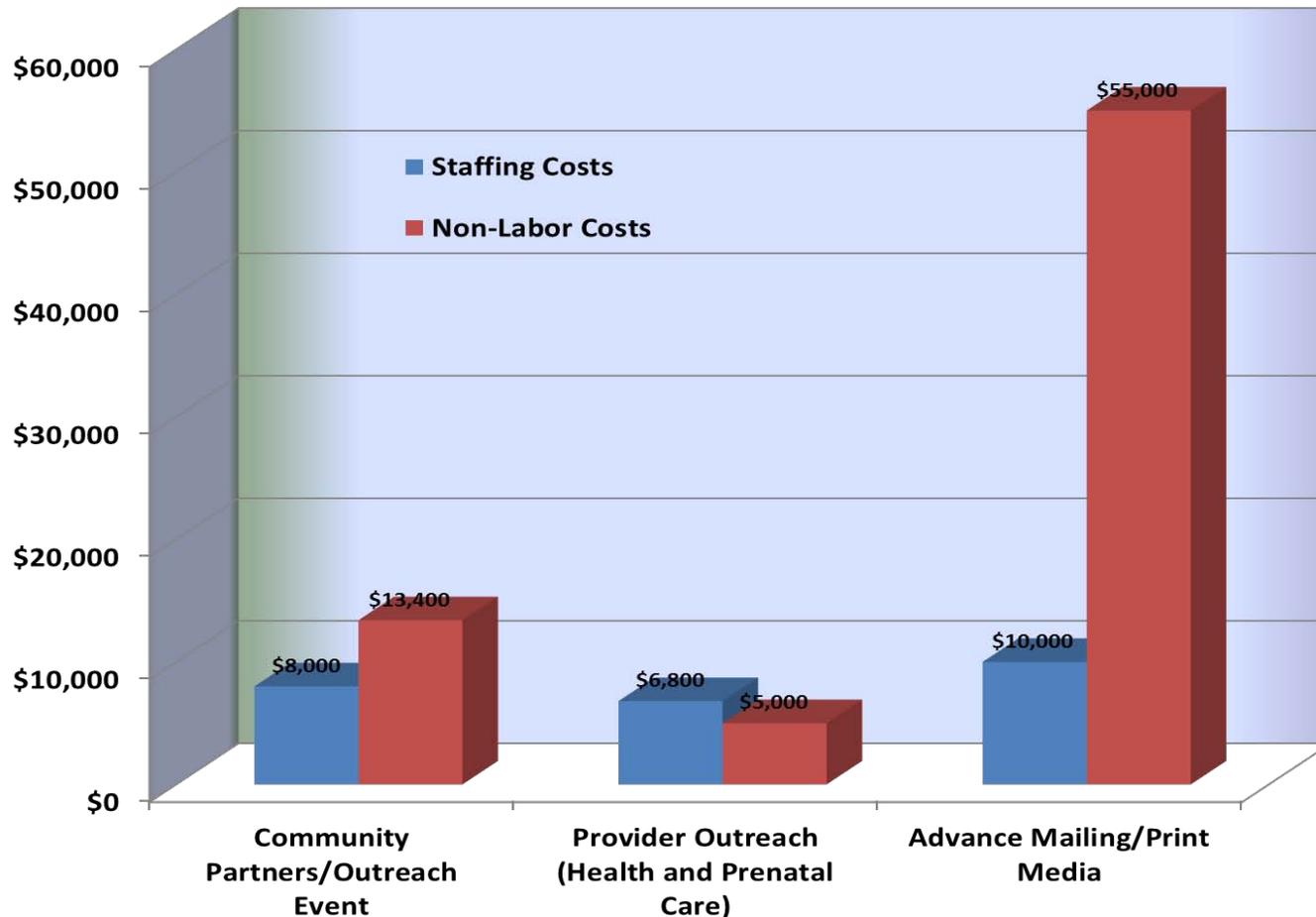
- **Marketing materials** (direct costs only)
 - brochures, pamphlets, posters, flyers, crayons, tear off pads, supplies, print materials and postage for advance mailings.
- **Not included:** incentives or development costs
 - Examples: marketing & PR strategy costs, internet/web development, social media.



Costs of Specific Marketing Approaches



Staffing & Non-Labor Costs
(August 2010-July 2011)



Summary



- The use of multiple outreach strategies is needed to increase awareness and self-referral to the study.
- For our community, the most successful approaches are advance mail and print media.
- Future strategies will focus on using direct mail/print media and will further explore the use of social media marketing.



Limitations



- Underestimation of non-labor costs due to incentives or other development costs that were not included.
- Since women have heard about NCS multiple ways, assessment of what strategies are most cost-effective is challenging.



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