
Kauai Agency on Elderly Affairs Marketing Plan

County of Kauai

Spring 2014 (updated)

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INTRODUCTION

The Kauai Agency on Elderly Affairs (AEA) has focused its energies in becoming a fully functioning Aging and Disability Resource Center (ADRC), the one stop shop for long term care information and resources for Kauai's community. The development of the ADRC is transforming AEA from being an agency solely to serve Kauai's older adults, to becoming the nexus in linking home and community based services with the health and long term care systems. The Kauai Agency on Elderly Affairs' (AEA) 2014 marketing plan positions the agency to be the county's leader on aging and disability issues and the designated Aging and Disability Resource Center. The plan has updated its key messaging, and incorporates the use of social media tools and media tactics to complement AEA's community outreach activities.

I. AEA MARKETING GOALS

Promote and increase public awareness of AEA's existence, purpose and service

Position AEA as:

- The leading County agency on aging issues;
- Valuable resource for Kauai's older adults, people with disabilities and family caregivers;
- An agency most deserving of future funding support, community planning, interagency collaboration, and policy making with political leaders in the County government.

II. AEA'S VISION, MISSION, CORE VALUES, AND STRENGTHS

In 2013, AEA revisited and updated its vision and mission statements, and identified the agency's core values and strengths.

Vision Statement

The people of Kaua'i will live well and age well.

Mission Statement

The County of Kaua'i Agency on Elderly Affairs, the designated Aging and Disability Resource Center, serves older adults, individuals with disabilities and their caregivers by supporting, planning and advocating for their long term services and supports.

Core Values

Kaua'i Agency on Elderly Affairs has adopted the following core values:

- Respectful
- Compassionate
- Trustworthy
- Dedicated
- Person-oriented
- Responsive
- Accessible
- Unbiased

AEA's Strengths

AEA has a dedicated and compassionate staff. They are Kaua'i's aging experts who are responsive to the needs of each individual and their families by providing information and assistance about elder care services and other resources in the community.

III. OVERARCHING MARKETING STRATEGY/POSITIONING

Position AEA as an essential resource and emphasize its impact on all sectors of the community as well as the importance to Kauai's future aging population.

IV. OVERALL MARKETING OBJECTIVES

1. Create top of mind awareness of AEA among legislators and County Council to pave the way for future government funding
2. Create top of mind awareness of AEA among the business community to pave the way for private funding and sponsorships.
3. Create top of mind awareness of AEA in Kauai County and drive "business" to the website and telephone service.
4. Create top of mind awareness with other aging - advocacy groups
5. Create top of mind awareness with disability community (i.e. Medicaid, Easter Seals Department of Vocational Rehabilitation, etc.)

V. TARGET MARKETS

A. Primary Markets

- Potential, past and current AEA clients and their families
- Caregivers
- Business Community
- Elder Care and Disability Service Providers
- County, State and Federal Government agencies and officials with which AEA works
- Formal and informal community leaders
- Kauai media
- AEA leadership, employees, consultants and vendors, and their families and circles of influence

B. Secondary Market

- General Kauai Public

VI. KEY MESSAGE/BOILER PLATE

“If you are an older adult, a person with a disability, a caregiver, or planning for your long-term care needs, we are here to serve you.

We are the County’s leading agency on aging and your designated Aging and Disability Resource Center.

Our friendly, helpful staff are trained professionals who:

- Arrange meal deliveries, transportation, personal care, chore services, adult day care, and any other services you need.
- Host popular programs like Better Choices - Better Health, Enhance Fitness, and the Retired Senior Volunteer Program.
- Help you apply for government benefits such as Medicaid, Social Security, Medicare and other options to help you finance your needs. And much more.

Contact us at 808-241-4470, Monday thru Friday, 7:45 a.m. to 4:30 p.m., or visit our website at www.kauaiadrc.org. Live well, age well, Kaua`i!”

BOILER PLATE FOR MEDIA USE

The County of Kauai Agency on Elderly Affairs serves older adults, people with a disability, caregivers and those planning for long term care needs. Our friendly, helpful staff are trained professionals who arrange meal deliveries, transportation, personal care, chore services, adult day care, and any other services you need. We host popular programs like Better Choices - Better Health, Enhance Fitness, and the Retired Senior Volunteer Program; help people apply for government benefits such as Medicaid, Social Security, Medicare and other options to help you finance your needs, and much more. As the County’s leading agency on aging, the Agency on Elderly Affairs is Kauai’s designated Aging and Disability Resource Center. Contact us at 808-241-4470, Monday thru Friday, 7:45 a.m. to 4:30 p.m., or visit our website at www.kauaiadrc.org. Live well, age well, Kaua`i!

AEA Marketing/Public Relations Plan Implementation PR Social Media Recommendations and Tactics (2014)

Developed by Fujita and Miura Public Relations, Inc.

***The tactics highlighted in blue can be immediately implemented; the other tactics are considered secondary, and pending available financial and staffing resources.**

VIDEO USAGE & DISTRIBUTION

Tactics	Lead	Timeline	Comments
Feature AEA videos on Mayor's TV show	June/Kealoha	April 2014	
Add video loops of spots on website and YouTube.	June/Kealoha	April 2014	
Negotiate PSAs and if budget allows, secure radio advertising contracts with KONG, FM97, and H. Hawai'i Media. Use video voiceovers to create the ads. Regarding KONG's contract, include Ron Wiley featuring AEA in the "Did You Know or Do You Care" game. Regarding FM97's contract, include having regular in-studio interviews in the morning with Jason Fujinaka. For H. Hawai'i Media's contract, have the ad run on Rooster Country.	June/Kealoha	April 2014	
Coordinate with Kaua'i Medical Clinic and other medical care facilities to have video play in waiting areas.	June/Kealoha	May/June 2014	
Purchase annual contracts to air the ad with Wala'au and Oceanic (post-contract).	Pending funds		
Purchase annual contract for :30 pre-feature ad at Waimea Theater.	Pending funds		

SOCIAL MEDIA:

Tactics	Lead	Timeline	Comments
Coordinate with Sarah Blane to post AEA information and tip weekly on the County's FB page. Develop a list of "Live well, age well, Kaua'i" tips to post.	Kealoha		
Add a Facebook widget feed to the home page of the AEA website so all posts show.	Kealoha		
Key AEA staff create LinkedIn accounts and start connecting. Authentically build your connections. Goal: Each staff member should strive to have 500 connections. Liken the LinkedIn account to an online business card that boosts your			

organization's credibility, key messages, brand, accessibility and exposure.			

GENERAL MARKETING RECOMMENDATIONS:

Tactics	Lead	Timeline	Comments
List exercise classes and other events on as many free community calendars as possible. (Many calendars have the option to make events recurring, so this will work perfectly for AEA). Visit http://www.yourpubliciswaiting.com/2009/05/how-to-write-and-post-a-calendar-item/ for instructions on posting calendar items and access to a calendar item template.			
Develop an ally database and add to it continually as you meet people. Assign one person to maintain it.			
Request that key staff review current ally list and add current and potential allies in their circles of influence. Categorize within the database as appropriate. Consider all "Target Audiences" above. This should be an Excel document. All contacts should be categorized within the database as appropriate (employees, clients, employers, partners, vendors, community leaders, community service organizations/service providers, business organizations, professional affiliations, member organizations, business associates, etc.). The more detail the better. The database must include the contact's name, title, affiliation/company/organization, address, phone number, and email address. Ask clients if they would like to be included on your email list to receive regular correspondence.			
Open a MailChimp account and create an e-letter to be sent out quarterly to allies (initially). Outline recurring content to include News, Events, Spotlight (clients), Tips, etc. Include an e-letter subscriber sign-up on website if possible.			
Advertise in Kaua'i Family Magazine with a corresponding article section. Consider signing an annual contract to reserve space in advance.			
Secure and maintain memberships (some may have fees associated with membership) and/or relationships with organizations whose members are composed of those listed in "Target Audiences." Schedule presentations with these groups as			

appropriate. Assign employees to attend these organizations' events regularly.			
Tactics	Lead	Timeline	Comments
Use PowerPoint presentation template and embed video in presentation. Bring materials and giveaways to distribute. Have one staff member be assigned to steward these groups. Secure laptop, screen and projector. PDF presentation and add to website.	Kealoha		
Have an 8-10 minute segment feature on Wala`au. Be sure that the logo, name, website address, and key messages are used consistently. Request copy of DVD from Wala`au, and make DVD copies, in-house, to hand out to target publics, when appropriate.	Katie/June		
Create a list of FAQs. Consider pitching a short column to "The Garden Island" to feature these FAQs. Ask County communications team to pitch the idea to "The Garden Island"	Kealoha		
Train staff on outreach and public speaking skills.	Joy		Completed
Request/ provide reciprocal links on website. The following are recommended organizations: <ul style="list-style-type: none"> o Kaua`i Chamber of Commerce (www.kauaichamber.org) o Lihu`e Business Association o Kaua`i Filipino Chamber of Commerce o Kapa`a Business Association (www.kbakauai.org) o West Kaua`i Business and Professionals Association (www.wkbpa.org) o AARP (www.aarp.org) o American Association of People with Disabilities (www.aapd-dc.org) o Easter Seals o KEO o Centers for Independent Living o Rotary Clubs o Lions Clubs • Schedule presentations for the following organizations: <ul style="list-style-type: none"> o all Rotary Clubs on Kaua`i o AARP o HGEA Retirees Union o HSTA Retirees o all Lions Clubs on Kaua`i o Service providers, including but not limited 			

to doctors, nurses, adult day care staff			
Include a letter in the Kaua`i Chamber of Commerce’s “Relocation Package			
Write, pitch, and submit an in-depth press release to a Kaua`i publication focused on the name change and future of AEA and issues/trends affecting clients.			
Partner with another organization or company to sponsor/host a Kaua`i Chamber of Commerce event, such as a Business After Hours or Membership Meeting. Promote your services at the event (feature video).			
Make sure all materials and giveaways use the same logo, name, tagline and boilerplate. Example: For program brochures, “County of Kaua`i Agency on Elderly Affairs” (no logo) should be at the top of the brochure followed by the program name and logo. Logos for the County, AEA, ADRC, etc. should be included on the bottom of the last page. Give away current supplies and have one point person responsible for re-ordering all new materials. Consider one AEA brochure with single slip in sheets for each service.			
Leverage County connection and develop a partnership with the Kaua`i Bus. Include logo decals (stickers) on the interior Kaua`i Buses. Secure approval to implement this tactic with County. In exchange, feature Kaua`i Bus schedules and fares on website.			
Send good news stories to local media and courtesy copies of all news releases to ally base (see “Target Audiences”) once the release has been sent to the media. Coordinate with the County’s communications team			
Take advantage of space offered by KIUC in their “Current’s” magazine. Provide information on services, programs, and/or tips.			
Host an Open House for County employees and their families to generate accurate awareness about AEA and its services within the County. Highlight the health connector service and have computers and staff available to take guests through the process of finding health insurance. Also provide information on all AEA programs and services. Provide hands-on activities or services, such as free blood pressure screening. Have brochures and other handouts and			

giveaways for guests to take with them.			
Staff to attend Toastmasters meetings.			
TRACKING OUTREACH:			
Tactics	Lead	Timeline	Comments
Track and evaluate outreach plans to ensure progress. At monthly staff meetings, spend a few minutes reviewing PR and outreach efforts to make sure all tactics are coordinated. Evaluate effectiveness of tactics and tweak as needed.			
Create benchmarks to measure outreach.			
Record current website statistics.			
Record number of people who “saw this post” each time the Mayor’s office posts AEA tips on the Facebook page.			
Record current phone inquiries.			
Record current home visits.			
Record attendees at AEA events.			
Record participants in AEA programs.			
Track calls and inquiries.			
Have one person create an AEA Benchmarks spreadsheet to prompt the regular collection and capture all of the above measurements.			
Establish an easy protocol to submit form. Form should be submitted to one person.			
Incentivize staff to fill out tracking forms by having a contest. The staff member that turns in the most forms in a month wins a prize.			
Send hand-written mahalo notes to referral sources as needed.			
Create a pre-printed post-it note pad to adhere to each phone reminding staff to ask how the caller was referred to AEA. The post-it note should be pre-printed with a simple multiple choice form to record how the caller was referred to AEA. Form should also ask for the date, type of caller (senior, caregiver, partner org, etc.), and reason for calling. InkSpot prints post-its.			

Calendar of Promotional Events/Activities

Month 2014	Event/Activities	Dates	Target Group(s)	Lead Staff	
March	Outreach – Hanalei Hanapepe	3-14-14	North Shore	Emrids	
		3-21-14	Westside	Julie	
April	United Church of Christ	4-17-14	Westside	I & R	
May	Kukakuka	5-13-14	Agencies Non Profits	Julie / Emrid	
		SunVillage	5-12-14	Senior Housing	Pat/Rose
			Wilcox Vaccination	5-20-14	Kekaha Senior Ctr & Community
		5-20-14		Kaumakani	Gale Rose / Pat
		5-21-14		Koloa Seniors & Community	Julie /Emrids
		5-22-14	Waimea	Pat Rose	
		5-27-14	Lihue	Emrids / Gale	
		5-28-14	Kilauea		
June	Tropic Care	6-1-14 to 6-4-14	Eleele Elementary Kapaa Middle School Kauai Community College	Iris I & R Staff	
July	Nana House & Wilcox Hospital		Waimea/Mahelona Grandparents RGC Wilcox Employees Baby Boomers Caregivers Community		
August	County Fair	8-8-14	Community At large	I & R Staff	
September	St. Regis Hotel Hyatt / Sheraton		North Shore residents Hotel Employees South Shore residents Hotel Employees	Emrids	

Month	Event/Activities	Date	Target Group	Lead Staff
October	PrimeTime		Community At large	Iris
November	Pioneer/Syngenta		Farm Workers	Emrids
December	Door to Door		Island Wide	I & R Staff
Other groups				

Notes:

Create Press Packets

Contact Media for Photo Ops and Free PSA where appropriate

Post all AEA events and other community group events in ADRC website Calendar of Events.

Remove completed events from website to show updates.

Target Groups for Presentations

Consumer Market (Seniors/Caregivers)	Lead Staff
Senior Housing	Iris Parongao
Lions Club	
Rotary	
Hotels	
Banks – Employees Brown Bag Workshops	
County	
Seed Companies	
Senior Centers and Clubs	
Business/Stakeholders (Health/Aging Network)	June Renaud/Kealoha Takahashi
Hotels (overlap w/consumer market)	
County (overlap)	
Banks (overlap)	
Unions (HGFA retirees, HSTA)	
DOE – Teachers	
Health Care Groups	
Chamber of Commerce	
Ethnic Clubs and Associations	
Hospitals (Wilcox)	

Look for opportunities to co-sponsor events especially businesses, donated giveaways, free publicity in their newsletters and mail distribution.

FOR ALL OUTREACH METHODS:

- Were key messages conveyed?
- Were all timelines and due dates met?
- Has the media accurately portrayed your story and messages?
- What is the general public sentiment about AEA?
- Were you generally satisfied?
- Have your business and PR goals been met?

CHECKLIST:

- ✓ Who will carry out the strategies and do your resources (financial, time and human) match the action plans?
- ✓ What are the barriers to carrying out the strategies and are they resolvable?
- ✓ What might cause the strategies to fail in any way?
- ✓ What is your start-up period and annual marketing budget?
- ✓ Who will be the “voices” of the organization? They will need to learn and buy-in to the key messages.
- ✓ How will the key messages be imparted, e.g., what communications vehicles will be used (print, electronic media, and/or face-to-face presentations)?
- ✓ Do you have any potential collaborators in the community?
- ✓ Be sure all strategies, tactics, and related materials match AEA’s image.
- ✓ After the start-up period, consider what strategies and tactics succeeded and failed, and why. What were the lessons learned?
- ✓ What future action plans need to be carried out to enhance future business, keeping in mind “lessons learned?”

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