

South Central Pennsylvania

Reality TV Supports Consumer Engagement

Background:

- *Aligning Forces for Quality* (AF4Q) in South Central Pennsylvania (SCPA) launched a social marketing campaign called the “I Can! Challenge” to inspire individuals to better manage their health, work in partnership with their doctors and use information—including performance reports—to make decisions about their health care. Similar to the reality television shows, “The Biggest Loser” or “Home Makeover,” the “I Can! Challenge” follows five “challengers” in their quest for better health and health care.
- SCPA is a small market with only a few media outlets.

Idea:

As SCPA prepared to launch the campaign they knew it needed significant media coverage. TV coverage will highlight the experience of the featured challengers as they learn to better manage their chronic diseases and motivate viewers to take the “I Can! Challenge.”

Action:

The AF4Q project director, met with key media outlets to propose a media partnership. The success of the proposal depended on:

1. Efforts grounded in research: SCPA shared the research from their Consumer Research Panel and the local messages.
2. Commitment of local players: SCPA demonstrated they had commitments from various business and community organizations.
3. Leveraged support: SCPA highlighted AF4Q and the support of the Robert Wood Johnson Foundation.
4. Making a specific request: SCPA specifically requested commercial spots; Web site, blog and banner advertising; and feature news segments, including a dedicated anchor to cover the Challenge.



Resources Needed:

- Budget for a media buy (asking for a match is easier than asking for free coverage)
- Commitment from partner organizations to show deep community involvement
- Strong research and messages to pitch to media outlets
- Creative for advertising

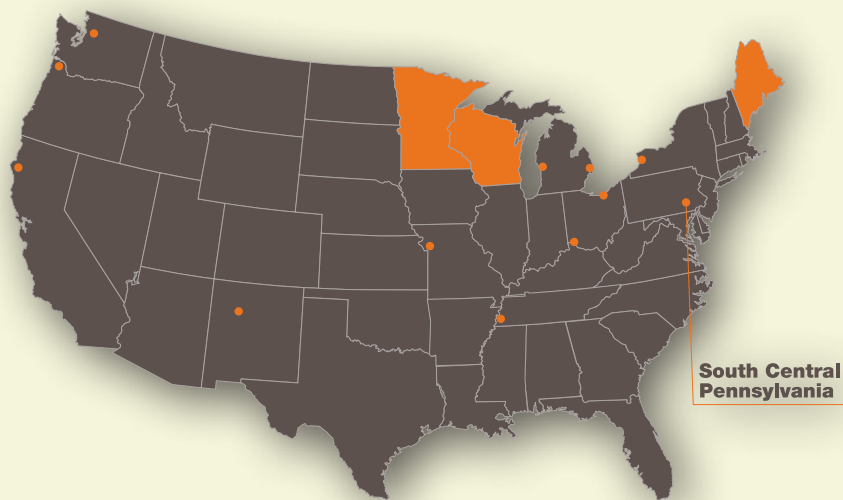
Preliminary Results:

Since the campaign is currently running, it is too soon to report on its impact. But, the media partnership will include:

- \$50,000 in matched television coverage, including:
 - Weekly news features for 12 weeks profiling the challengers,
 - Public appearances by news personality,
 - Support for the kickoff event,
 - Promotional spots,
 - \$50,000 in public service announcements to run weekly for 12 weeks,
 - Web site support, and
 - Production costs.

Advice:

- Start at least five months in advance.
- Be specific with your requests.
- Know your media market and what would appeal to the outlet(s).
- Give the media partners the community service kudos.



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