



Canada

Marketing Health Promotion for People with Disabilities

Promoting a new perspective on disability
Voir au-delà du handicap



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ALLIANCE**

FOR CANADIANS
WITH A DISABILITY

**ALLIANCE
DE VIE
ACTIVE**

POUR LES CANADIENS/
CANADIENNES AYANT
UN HANDICAP



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Overview of Marketing the Program

This presentation will go over the following:

- Why Market?
- Marketing that Positions Your Program
- The 4 Ps of Marketing
- Confirm the Need
- Program Priorities
- Elevator Test

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Why Market?

There is a ready market for programs that support healthy lifestyles of people with disabilities.

Convincing potential funders of that demand is not as easy.

So how do we prepare ourselves to sell programs to the community?

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Marketing Your Program

- Mass Marketing Aims at everyone
- Market segments Geographic, demographic,
- Target marketing Concentrated strategy, targeting specific groups in need of programs, products or service

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Marketing

The 4 P's of Marketing

1. Product
2. Pricing
3. Place
4. Promotion

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1. Product/Program

- What are you marketing?
- What is your program going to look like?
- What are your goals for this program?

EX

- Highlight and promote community clubs & services that meet the needs of people with disabilities
- Promote programs that encourage inclusion
- Promote equipment and training that supports the inclusion of people with disabilities

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2. Price

- What will it cost to run the program?
- How much will it cost to advertise?
- Who will be funding the program?

EX

- What are the consumer's needs (bus tickets, attendants, resources, participation fees)?
- What are the programs needs (staff support, administration, management, rent)?



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3. Place

- “The right person at the right place at the right time”
- Determine who will benefit from your program, where the program will be delivered for best results and what time frame suits the program and the community



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4. Promotion

- Intent = Methods
- Message = Publicity
- Target market = Advertising
- Campaign = Sales promotion
- Tracking = Personal calling

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4. Promotion (cont'd)

- Educate the public about the importance of healthy lifestyles for people with disabilities
- Conduct awareness campaigns to promote activities using outlets that have a broad reach into the disability community
- Ensure public education messages are inclusive of people with disabilities
- Create promotional materials available in alternate format
- Educate people with disabilities about the importance of healthy lifestyles
- Seek out editors and reporters for media coverage on promoting Active living for people with disabilities

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Confirm the Need

- Research the community needs
- Create a community survey
- Target organizations that would benefit from the program
- Survey in person in consumer teams
- Analyze the results
- Make a business case based on the results
- Develop a list of potential funders
- Write proposals
- Cross your fingers

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Program Priorities

- Choose activities that will maximize results
- Set a schedule of activities/events over 12-18 months
- Ensure your timeline is integrated with stakeholders and your organization
- Set timeline for program development, pre-program marketing and promotions, referral process, implementation/delivery, evaluation

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Elevator Test

Be prepared to briefly but thoroughly describe your program

- Your name
- ILRC name, in full
- Your program name and information about it
- Who would use this program/service
- Benefits for user of this program
- Give them a business card

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Knowledge

Be prepared with a knowledge of the benefits of healthy living and educate your consumer base in promoting the message of healthy living considering the barriers they face

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Summary

From this presentation you may now take various approaches to how you would like to market your product while keeping your goals realistic.

Understanding your need to market, who to market to to, being cost effective, promoting your product to the best value possible and lastly to access and confirm the needs of the community and its members will help you get the most out of your campaign.

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Thank You

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