



Marketing Ideas



Placement of Posters

Grocery stores
Beauty Shops
Laundromats
Thrift Stores
Community businesses
Libraries
Community Centers
Faith-based (churches, synagogues)
Fitness facilities
Physician offices
Quilting/fabric stores

Employee break rooms (school districts, major area employers, small business)
Restroom stalls
Dry Cleaners
Senior Centers
Local Health departments
Health and Welfare branches
Pharmacies

Use of Multiple Pieces and Flip Books

(Posters, Promotion Cards, Bookmarks, Information Cards, Appointment cards)

Libraries

Arrange for the library to feature Breast Cancer and have an information table with the posters and any books they have on breast cancer. Display the bookmarks and information cards for people to take and the flip books for people to look through.

Information Booths at Events

Employer or other community health fairs
Local fairs
Rodeos
Chamber of Commerce, Rotary, or other service organizations
Quilt Shows

Use of Bookmark and Information Card

Businesses: insert in payroll envelopes
Pharmacies: insert in prescription bags
Local food banks: distribute bookmarks or cards with grocery distribution
Libraries
Beauty Shops
Thrift Stores

Use of Appointment Bookmark and Table Tents

Businesses

Engage employers (with or without wellness programs) to promote mammography screening. Set up a display in a heavy foot traffic area with appointment cards, reminder cards, shower cards and the appointment card. Provide and posters for restrooms and break rooms and the table tents for break rooms or cafeterias. If you have the available staff, give a “brown bag” presentation. If possible, arrange special hours for mammogram appointments for the employees (Saturday, evenings).

Table Tents (other)

Restaurants/Coffee shops

Newsletters

Service organizations, Chamber of Commerce, senior centers, clinics, hospitals, health districts

Keep the messages simple

Use non-medical terms

Include testimonials

Media

Send a news release to your local media about statewide and local efforts to increase breast cancer screening

Contact local radio talk shows and offer to do interviews

Include bullet points on screening in newspaper ads you use to advertise your facility

For special events list event on community calendars, television, radio, Chamber of Commerce,

Presentations

Service organizations

Businesses

Women’s groups

Health and Benefit Fairs

Phone Messages on Hold

Engage businesses with phone “on hold” music or messages to give a brief message encouraging breast cancer screening