**Dare to C.A.R.E**

**Public Relations Toolkit**

**Turn-key Tools & Resources to Help Generate Awareness**

 **about Vascular Health Screenings in your Community**

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**I.** **RECOMMENDATIONS ON REACHING OUT TO LOCAL MEDIA**

Media channels can be very effective in spreading awareness about the Dare to C.A.R.E. program and encouraging participation from the local community. Local newspapers and broadcast channels are eager for local events and information that can help inform and engage the community.

The Dare to C.A.R.E. program is a compelling opportunity for public health and wellness as a resource for free screening. Below, you’ll find useful tips for effective media relations, including what types of media and reporters to reach out to, suggested angles and timing for outreach, and sample pitches to use when reaching out either by phone or email.

**Key Messages about the Program**

A consistent set of messages about the program should be used when speaking with media to ensure they are captured in stories about the program. These include:

* Through the new Dare to C.A.R.E. program, [HOSPITAL] is offering free vascular screenings to eligible individuals in [COMMUNITY].
* Cardiovascular disease is the leading cause of death for both men and women in America. Every year more than 600,000 people die of heart disease—that’s one out of every four deaths. Unfortunately, the majority of people with this disease are living unaware of their risks.
* Visit our website, [www.daretocare.us](http://www.daretocare.us), for more information on eligibility or to make an appointment for a free screening.

**Media Targets: Outlets and Reporters**

You can reach out to a range of media in your area to encourage coverage of the program. Local stories will help generate attention and participation from at-risk members of your community. Suggested media targets include:

* Local newspapers (print and online) and magazines: health reporters, lifestyle reporters, consumer interest writers, or local personal health/wellness columnists, community news/events editor
* Local radio stations: news producer, health/medical or lifestyle reporters, news desk (general contact)
* Local television stations: morning news producer, health/medical reporter, consumer interest/lifestyle reporter, community events editor, news desk (general contact)
* Local websites/blogs and newsletters by community organizations or senior centers
* Consider reporters who have covered other recent events at your hospital

**Tips for Successful Media Outreach**

When reaching out to media, consider the following:

* Include quotes from DTC spokespeople (DTC Champion and/or vascular specialist) in all media materials. This helps encourage inclusion of key messages in the absence of an interview.
* Utilize available program resources and visual assets to make it easy for media to cover the program; online and broadcast media may be interested in the Dare to C.A.R.E. logo or other designed materials that provide an overview of event details
* For print and online outlets, if you are hosting a launch event, invite local reporters to attend and capture video and/or photos, interview a program representative or spokesperson and speak with individuals who are signing up for the screening
* For TV outlets, offer in-studio interviews with a DTC spokesperson (DTC Champion or vascular specialist) or invite reporter (who is eligible) to participate in free screening on air. For radio outlets, offer phone interviews
* Reach out a few ways: consider emailing a brief summary with an overview of the program and following up with a phone call to ensure they’ve received the message, answer any questions and assess interest
* Try a few different people: for example, if a health reporter isn’t interested in covering the launch, ask for a suggested alternate contact or try a consumer health or features columnist
* Post online: ensure the launch event is posted on local community calendars and event websites. You may be able to submit an event listing on your own or you may need to contact an editor who manages the calendar/events listings.

**Potential Story Angles**

* Local hospital offers free screenings to detect common causes of heart disease
* Are you at risk for vascular disease? Free screenings now available through the Dare to C.A.R.E. Program in [Community]
* Symptoms of vascular disease often go unnoticed; [CENTER] offering free screenings

**Media Activities and Timing**

There will be multiple opportunities to conduct media outreach about the DTC program. These include program milestones such as the launch and kickoff events, participation in other special events within the community, and regular program updates post-launch. The following is an overview of the goals, suggested media activities and timing for each phase.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Goals** | **Media Activities** | **Timing** |
| **1. Program Launch Announcement** | Inform media and the public about overall DTC program and encourage participation | Widely disseminate launch press release and conduct proactive outreach to local media to encourage coverage and call-to-action for at-risk adults to participate. Coordinate interviews and background briefings with spokespeople.  | Begin outreach 1-2 weeks prior to official launch and continue follow-up until all high-potential leads have been exhausted. |
| **2. Screening event\*** | Raise awareness of a specific event and drive attendance | Widely disseminate event release (if event not held at launch) and conduct proactive outreach to local media. Invite media to participate and secure video/photos. | Begin outreach 3-4 weeks prior to event. Be sure to check lead times for newsletters and other print media.  |
| **3. Post-Launch/Program Maintenance** | Maintain awareness of the availability of the DTC program and continue to drive participation | Develop cadence calendar of regular media activity, including seasonal pitches, program updates (e.g., # of people screened) and other community health events/news to leverage. | Ongoing; consider conducting 1-2 pitches per quarter. |

\*You may plan to launch the program with a kickoff screening event to increase attention and timeliness. If this is the case, there is no need for two separate press releases/media outreach efforts.

**Maintaining Momentum Post-Launch**

Following launch and kickoff activities, it will be important to identify opportunities to continue a steady stream of news about the Dare to C.A.R.E. program on an ongoing basis. Consider developing a calendar of possible news hooks and a short list of media to target each month/quarter. The following are some possible news hooks to consider:

* Announce participation in other notable community events and availability of free screenings (e.g., health fairs, summer festivals)
* Announce metrics reached and call-to-action for community to achieve next goal (i.e., XXX number of people screened]
* Develop feature on patient who was screened and identified as at-risk
* Latch onto new findings/studies on heart/vascular diseases and pitch DTC/vascular specialist spokesperson as a resource
* Develop seasonal pitches/angles and send out as media advisories, such as:
	+ New Year’s – Simple steps to a healthier you: resolve to get a free screening of your overall heart health. Timing: Dec/Jan
	+ Heart Health Month – Go Red for Women Campaign, Valentines, Heart Health Awareness, etc…
	+ Travel health and safety – Travel plans this summer? What you should know about your vascular health before you go. Timing: May/June
	+ Take your vascular health “back to school.” You’re never too old for a check-up. [HOSPITAL] provides free screenings for vascular disease. Timing: Aug/Sep

**II.** **TEMPLATE PRESS RELEASES AND ADVISORIES**

**Sample Announcement Press Release (Pre-Launch)**

[Contact information]

**[HOSPITAL] Launches Dare to C.A.R.E, Free Vascular Disease Screening Program in [COMMUNITY]**

LOCATION, DATE – Cardiovascular disease is the leading health issue in America today, but many of the conditions associated with heart disease can go undetected until they are severe and can cause serious complications or death. To help identify at-risk individuals and intervene early when the diseases are easier to treat, [HOSPITAL] is now offering Dare to C.A.R.E., a free vascular disease screening program.

The Dare to C.A.R.E. program screens for common vascular diseases: **c**arotid artery disease (which causes strokes); **a**bdominal aortic aneurysm, which is highly deadly if the aneurysm bursts; **r**enal artery disease, which when left untreated can lead to serious kidney disease requiring hemodialysis; and **e**xtremity artery disease, which can cause serious complications in the lower legs and in severe cases, may lead to amputation.

“We know that many older adults have risk factors for vascular disease, and we strongly advocate for screenings that can aid in detection of vascular disease at early stages, when physicians can treat them with medications or lifestyle interventions instead of invasive surgery,” said [DTC SPOKESPERSON, TITLE.] “The Dare to C.A.R.E. program is an important public health tool because the screenings are quick, pain-free and non-invasive, they are free of charge to patients and their physicians, and we will be able to better identify and treat at-risk individuals.”

The program is available starting [DATE] and will kickoff with a launch event at [LOCATION, DATE, TIME].

To learn about eligibility and how to make an appointment for a free screening, visit [HOSPITAL DTC WEBSITE], or call the hospital at [PHONE].

**About Vascular Disease**

Cardiovascular disease is the leading cause of death for both men and women in America. Every year, more than 600,000 people die of heart disease—that’s one out of every four deaths. Unfortunately, the majority of people with this disease are living unaware of their risks. Cardiovascular disease affects the heart and arteries in the body. It is called coronary artery disease (CAD) when the heart is involved and peripheral arterial disease (PAD) when it involves arteries in other parts of the body, such as the arms, legs, kidneys, intestines and brain.

Potential at-risk criteria for vascular disease include age (greater than 60) and risk factors such as high blood pressure, high cholesterol, diabetes, or smoking. Individuals over the age of 50 who have any of the listed risk factors are also considered at-risk. Family history of vascular disease is also a contributing factor (including events in the immediate family such as stroke, heart attack, high blood pressure, kidney failure, sudden cardiac death, or abdominal aortic aneurysms).

**About Dare to Care**

Dare to C.A.R.E. is a free screening program offered through a collaboration between local community health centers and the [Heart Health Foundation](http://hearthealthfoundation.org/), a nonprofit organization founded by John D. Martin, MD and Louise O. Hanson, CRNP of Cardiology Associates, PC in Annapolis, MD. Dr. Martin established Dare to C.A.R.E. to extend his passion for the prevention and early detection of heart disease, the number one killer in the United States.

The main mission is to educate local communities about the risks of vascular disease and identify people at risk for major heart events. Unlike other screening services, Dare to C.A.R.E. is absolutely free to patients and their referring physicians. Since Dare to C.A.R.E began screening patients in 2000, more than 100,000 patients have been screened.

**About [HOSPITAL]**

[INSERT]

# # #

**Sample Kickoff/Event Press Release (Clinic Opening)**

*(Assumes program has already been launched/announced)*

[Contact information]

**[HOSPITAL] to Provide Free Screenings for Adults at Risk of Heart, Vascular Diseases**

LOCATION, DATE – [HOSPITAL] announced it has teamed up with [THIRD-PARTY PARTNER] to provide free vascular disease screenings and education to all at-risk adults in [COMMUNITY] as part of its newly launched Dare to C.A.R.E. initiative. The special event will be held at [LOCATION] on [DATE/TIME].

Dare to C.A.R.E. was established to raise awareness of the hidden risks associated with vascular disease and encourage early intervention to prevent serious complications or disabilities. Many of the conditions associated with heart disease can go undetected until they are severe and can cause serious complications or death.

The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

The screenings are quick, pain-free, and non-invasive. The screenings are completed in approximately 20 minutes and are free of charge to patients and physicians. [INSERT ADDITIONAL DETAILS ABOUT EVENT AS APPROPRIATE].

 “With cardiovascular disease being the number one health issue in the U.S. today, we know that a substantial number of adults living in [COMMUNITY] are at risk for complications from vascular diseases that may currently go undetected,” said [DTC SPOKESPERSON]. “We are asking any adult who is older than 60 years of age - or younger if other risk factors are present – to be proactive about their overall heart health and take advantage of the free screenings. If vascular diseases are detected early, the more likely they can be managed with lifestyle interventions and medications instead of invasive surgery.”

To learn about eligibility and how to make an appointment for a free screening, visit [HOSPITAL DTC WEBSITE], or call [CONTACT PHONE].

**About Vascular Disease**

Cardiovascular disease is the leading cause of death for both men and women in America. Every year, more than 600,000 people die of heart disease—that’s one out of every four deaths. Unfortunately, the majority of people with this disease are living unaware of their risks. Cardiovascular disease affects the heart and arteries in the body. It is called coronary artery disease (CAD) when the heart is involved and peripheral arterial disease (PAD) when it involves arteries in other parts of the body, such as the arms, legs, kidneys, intestines and brain.

Potential at-risk criteria for vascular disease include age (greater than 60) and risk factors such as high blood pressure, high cholesterol, diabetes, or smoking. Individuals over the age of 50 who have any of the listed risk factors are also considered at-risk. Family history of vascular disease is also a contributing factor (including events in the immediate family such as stroke, heart attack, high blood pressure, kidney failure, sudden cardiac death, or abdominal aortic aneurysms).

**About Dare to Care**

Dare to C.A.R.E. is a free screening program offered through a collaboration between local community health centers and the [Heart Health Foundation](http://hearthealthfoundation.org/), a nonprofit organization founded by John D. Martin, MD and Louise O. Hanson, CRNP of Cardiology Associates, PC in Annapolis, MD. Dr. Martin established Dare to C.A.R.E. to extend his passion for the prevention and early detection of heart disease, the number one killer in the United States.

The main mission is to educate local communities about the risks of vascular disease and identify people at risk for major heart events. Unlike other screening services, Dare to C.A.R.E. is absolutely free to patients and their referring physicians. Since Dare to C.A.R.E began screening patients in 2000, more than 100,000 patients have been screened.

**About [HOSPITAL]**

[INSERT]

# # #

**Post-Launch Sample Media Advisories**

**New Year’s media advisory (*timing: Dec/Jan*)**

**\*\*\*\*MEDIA ALERT\*\*\*\***

**Dare to C.A.R.E. this New Year!**

**Make Your Overall Heart Health Part of Your New Year’s Resolutions**

Did you know that although cardiovascular disease is the #1 health issue in the U.S. today, many of the conditions associated with heart disease, such as vascular diseases can go undetected until they are severe and can cause serious complications or death? That’s why [HOSPITAL] is asking [COMMUNITY] residents to take one simple step to make their overall heart health part of their yearly resolutions – get a FREE screening for vascular disease.

**WHO:** Adults age 60 or older; adults age 50 or older with one or more risk factors (high cholesterol, high blood pressure, smoker); adults age 40 or older with diabetes.

**WHAT:** The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

Screenings are quick (approximately 20 minutes), pain-free, and non-invasive. They are free of charge to patients and physicians.

**WHEN/WHERE:** Screenings are offered on [DAYS/TIMES] at [HOSPITAL NAME AND ADDRESS].

**WHY:** [HOSPITAL] launched Dare to C.A.R.E. to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat.

**HOW:** To schedule an appointment for a free screening and to learn about eligibility requirements, call the hospital at [PHONE] or visit [HOSPITAL DTC WEBSITE].

For more information, please contact [CONTACT NAME] at [PHONE AND EMAIL].

###

**Heart Health Month media advisory *(timing: February)***

**\*\*\*\*MEDIA ALERT\*\*\*\***

**February is Heart Health Month**

February is a great time to embrace your health—not only is it Heart Health Month, but Valentine’s Day, too! Consider taking the time to focus on your heart and cardiovascular health, not just for yourself, but for those you love.

Cardiovascular disease is the #1 health issue in the U.S., and many of the conditions associated with heart disease—vascular diseases—can go undetected until they are severe and can cause serious complications or death. That’s why [HOSPITAL] is asking [COMMUNITY] residents to take one simple step this Heart Health Month– get a FREE screening for vascular disease.

**WHO:** Adults age 60 or older; adults age 50 or older with one or more risk factors (high cholesterol, high blood pressure, smoker); adults age 40 or older with diabetes.

**WHAT:** The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

Screenings are quick (approximately 20 minutes), pain-free, and non-invasive. They are free of charge to patients and physicians.

**WHEN/WHERE:** Screenings are offered on [DAYS/TIMES] at [HOSPITAL NAME AND ADDRESS].

**WHY:** [HOSPITAL] launched Dare to C.A.R.E. to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat.

**HOW:** To schedule an appointment for a free screening and to learn about eligibility requirements, call the hospital at [PHONE] or visit [HOSPITAL DTC WEBSITE].

For more information, please contact [CONTACT NAME] at [PHONE AND EMAIL].

###

**Travel health and safety media advisory (*timing: May/June*)**

**\*\*\*\*MEDIA ALERT\*\*\*\***

**Summer travel plans? What You Should Know about Your Heart Health Before You Go!**

For many of us, summer is the time of year to travel – which could involve long car trips or airplane rides and being away from your healthcare provider. Before taking off on your summer travels, [HOSPITAL] is asking [COMMUNITY] residents to Dare to C.A.R.E. and get screened for vascular diseases. With cardiovascular disease as the #1 health issue in the U.S. today, many people are at risk of associated diseases that often go undetected until symptoms are severe and cause complications or even death.

**WHO:** Adults age 60 or older; adults age 50 or older with one or more risk factors (high cholesterol, high blood pressure, smoker); adults age 40 or older with diabetes.

**WHAT:** The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

Screenings are quick (approximately 20 minutes), pain-free, and non-invasive. They are free of charge to patients and physicians.

**WHEN/WHERE:** Screenings are offered on [DAYS/TIMES] at [HOSPITAL NAME AND ADDRESS].

**WHY:** [HOSPITAL] launched Dare to C.A.R.E. to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat.

**HOW:** To schedule an appointment for a free screening and to learn about eligibility requirements, call the hospital at [PHONE] or visit [HOSPITAL DTC WEBSITE].

For more information, please contact [CONTACT NAME] at [PHONE AND EMAIL].

###

**Father’s Day media advisory (*timing: June*)**

**\*\*\*\*MEDIA ALERT\*\*\*\***

**Celebrate Health and Wellbeing with the Dads in your life**

As we recognize and celebrate the dads in our lives, let’s give them the gift of health! This Father’s Day, ask your dad or grandfather to take a step towards better health by getting screened for vascular disease.

Cardiovascular disease is the #1 health issue in the U.S., and many of the conditions associated with heart diseases, such as vascular disease, can go undetected until they are severe and can cause serious complications or death. Men over 60 years old are at particular risk for AAA, or Abdominal Aortic Aneurism. Over time, these abdominal aneurisms can weaken and burst, leading to massive internal bleeding and in some cases, death. That’s why [HOSPITAL] is asking [COMMUNITY] residents to take one simple step this Father’s Day – get a FREE screening for vascular disease.

**WHO:** Adults age 60 or older; adults age 50 or older with one or more risk factors (high cholesterol, high blood pressure, smoker); adults age 40 or older with diabetes.

**WHAT:** The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

Screenings are quick (approximately 20 minutes), pain-free, and non-invasive. They are free of charge to patients and physicians.

**WHEN/WHERE:** Screenings are offered on [DAYS/TIMES] at [HOSPITAL NAME AND ADDRESS].

**WHY:** [HOSPITAL] launched Dare to C.A.R.E. to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat.

**HOW:** To schedule an appointment for a free screening and to learn about eligibility requirements, call the hospital at [PHONE] or visit [HOSPITAL DTC WEBSITE].

For more information, please contact [CONTACT NAME] at [PHONE AND EMAIL].

###

**Back-to-school media advisory (*timing: Aug/Sep*)**

**\*\*\*\*MEDIA ALERT\*\*\*\***

**When was your last “Back-to-School” check-up?**

**[HOSPITAL] asks adults to Dare to C.A.R.E. this back-to-school season**

It’s back-to-school time and most school-aged children are required to have an updated physical. Many of us are long past school physicals, but why not use this time to take your own vascular health “back to school?” [HOSPITAL] is asking all at-risk adults to participate in its Dare to C.A.R.E. program – a free screening program for vascular disease. Although cardiovascular disease is the #1 health issue in the U.S. today, many of the conditions associated with heart disease can go undetected until they are severe and can cause serious complications or death.

**WHO:** Adults age 60 or older; adults age 50 or older with one or more risk factors (high cholesterol, high blood pressure, smoker); adults age 40 or older with diabetes.

**WHAT:** The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

Screenings are quick (approximately 20 minutes), pain-free, and non-invasive. They are free of charge to patients and physicians.

**WHEN/WHERE:** Screenings are offered on [DAYS/TIMES] at [HOSPITAL NAME AND ADDRESS].

**WHY:** [HOSPITAL] launched Dare to C.A.R.E. to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat.

**HOW:** To schedule an appointment for a free screening and to learn about eligibility requirements, call the hospital at [PHONE] or visit [HOSPITAL DTC WEBSITE].

For more information, please contact [CONTACT NAME] at [PHONE AND EMAIL].

###

**III.** **SAMPLE PITCH EMAILS**

**Launch Announcement Pitch Email**

*Subject*: [HOSPITAL NAME] launches free screening program to identify people at-risk of vascular diseases

Dear [REPORTER NAME],

I have some important public health news to share with you and the community. Today/this week, [HOSPITAL] is launching Dare to C.A.R.E., a free vascular screening program for adults in [COMMUNITY]. The Dare to C.A.R.E. program screens for common vascular diseases that affect millions of Americans today, yet often go undetected until they are severe and can cause serious complications or death.

The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

[HOSPITAL] is launching Dare to C.A.R.E. to help raise awareness of the hidden risks associated with vascular disease and encourage early intervention to prevent serious complications or disabilities.

“We know that many older adults have risk factors for vascular disease, and we strongly advocate for screenings that can aid in detection of vascular disease at early stages, when physicians can treat them with medications or lifestyle interventions instead of invasive surgery,” said [DTC SPOKESPERSON, TITLE). “The Dare to C.A.R.E. program is an important public health tool because the screenings are quick, pain-free and non-invasive. They are free of charge and will help identify and treat at-risk individuals.”

The program will be launched as part of a community education event on [DATE, TIME, LOCATION.] We are inviting all members of the community to attend to learn more about vascular disease and see if they or a loved one would be eligible for a free screening.

Screenings will be offered regularly at [HOSPITAL] beginning [DATE]. For more information about the program, eligibility requirements, and ways to make an appointment for a free screening, visit [HOSPITAL DTC WEBSITE] or call the hospital at [PHONE].

Please let me know if you need additional information. I would be happy to arrange an interview with [DTC spokesperson] to provide further background on the program and the importance of identifying adults at risk of vascular diseases.

The full press release is included below for your reference.

Regards,

[NAME, CONTACT INFORMATION] [INSERT LINK & FULL TEXT OF APPROVED PRESS RELEASE]

**Screening Event Pitch Email**

*Subject:* Public Health News: Free vascular disease screenings for at-risk adults

Dear [REPORTER NAME],

I wanted to let you and your [readers/viewers/listeners] know about an important health event taking place on [DATE] at [TIME AND LOCATION]. [HOSPITAL] is teaming up with [LOCAL THIRD-PARTY] to provide free vascular disease screenings and education for at-risk individuals. The free screening event is part of the Dare to C.A.R.E. program launched earlier this [MONTH] and aims to raise awareness of the hidden risks associated with vascular disease and encourage early intervention to prevent serious complications or disabilities. Many of these conditions can go undetected until they are severe and can cause serious complications or death.

The Dare to C.A.R.E. program screens for common vascular diseases:

* **C**arotid artery disease (cause of preventable stroke)
* **A**bdominal aortic aneurysm (highly deadly if the aneurysm ruptures)
* **R**enal artery disease (if left untreated can lead to serious kidney disease)
* **E**xtremity artery disease (can cause serious complications in the lower legs)

The screenings are quick, pain-free, and non-invasive. The screenings are completed in approximately 20 minutes and are free of charge to patients and physicians.

To schedule an appointment for a free screening and to learn about eligibility requirements, the public should contact [DTC CONTACT NAME] at [PHONE NUMBER] or visit [HOSPITAL DTC WEBSITE].

Please help us to spread the word about this important – and free – public health event for the community! I can provide you with an event logo and additional background resources if you are interested. If you’d like additional details for a more in-depth story about the potential complications of vascular diseases and the importance of early intervention and treatment, I can put you in touch with [DTC SPOKESPERSON OR VASCULAR SPECIALIST]. He/She can also provide more information about the Dare to C.A.R.E. program at [HOSPITAL].

Please let me know if you think this may be of interest to you and if you have any questions or suggestions.

Kind regards,

[NAME and CONTACT INFO]

[INSERT FULL TEXT OF APPROVED PRESS RELEASE OR MEDIA ADVISORY]

**Post-Kickoff Pitch Email**

*Subject:* Reminder: [HOSPITAL] offers free heart and vascular disease screenings to at-risk adults in [COMMUNITY]

Dear [REPORTER NAME]

As you may know, earlier this month/year, [HOSPITAL] launched Dare to C.A.R.E., a free vascular disease screening program in [COMMUNITY]. The goal of the program is to raise awareness of the hidden risks associated with vascular disease and encourage early intervention when the diseases are easier to treat. Many of the conditions associated with heart disease can go undetected until they are severe and can cause serious complications or death.

To date, more than [XX NUMBER] of participants have taken advantage of the Dare to C.A.R.E. screenings.

“We are pleased that so many individuals are being proactive about their vascular health and taking advantage of the services we are offering free of charge. With cardiovascular disease as the leading health issue in America today, we know there are many more people in [COMMUNITY] who are at-risk and could benefit from a free screening. We are asking the community to help us reach our goal of conducting [XX NUMBER] screenings by [GENERAL TIMEFRAME],” said [DTC SPOKESPERSON, TITLE].

Screenings are offered [DAYS, TIMES] at the hospital [address]. [HOSPITAL] will also be providing screenings at the following upcoming events:

[INSERT DETAILS OF ANY COMMUNITY SCREENING EVENTS]

For more information on Dare to C.A.R.E. and to schedule an appointment for a screening, the public can contact [HOSPITAL CONTACT NAME AND PHONE NUMBER] or visit [HOSPITAL DTC WEBSITE].

Please let me know if I can provide you with additional background resources or arrange an interview with [DTC SPOKESPERSON].

Kind regards,

[NAME AND CONTACT INFO]

**IV.** **SOCIAL MEDIA CAMPAIGN IN A BOX**

**Announcing your Dare to C.A.R.E. Program: Social Media**

Congratulations on bringing Dare to C.A.R.E. to your hospital! As a member of the Dare to C.A.R.E. team, you will help educate your local community about the risks of vascular disease, identify people at risk for major health events and ensure that all participants are receiving the appropriate level of preventative care.

It is important to alert the greater community that you’ve launched this exciting new program. It will help inform local physicians and get patients in the door. Building a web page within your current hospital website is a great way to share general information, but be sure to go a step further and share information online via social media. Sharing information via social media is a great way to spread the word on Dare to C.A.R.E. and generate excitement within the heart health community.

Below please find some sample Facebook posts and tweets, along with suggested timing. Feel free to use these samples directly, or adjust them to better fit your social media presence, followers, etc.

**Facebook**

Your hospital’s Facebook page is a great place to post information about your new Dare to C.A.R.E. program. Consider starting to post information on Dare to C.A.R.E. a few weeks before the program kicks off. This is especially important if you are planning any sort of launch event that you would like to promote to followers.

Sample Facebook Posts

*Starting One to Two Weeks before the Program Launch*

* We’re excited to join forces with @HeartHealthFoundation and hospitals nationwide on [Dare to C.A.R.E.](http://www.daretocare.us/), a free vascular screening and education program kicking off on [INSERT DATE HERE]! Learn more here: [HOSPITAL DTC WEBSITE]
* Do you know [Dare to C.A.R.E.](http://www.daretocare.us/)? We’re happy to join @HeartHealthFoundation to bring free vascular screenings to [INSERT HOSPITAL NAME HERE]!
* Tomorrow we launch [Dare to C.A.R.E.](http://www.daretocare.us/), a free vascular screening and education program. Visit [HOSPITAL DTC WEBSITE] for more info!

*After the Program Launch*

* Calling all local primary care physicians—we now offer a free vascular screening and education program—[Dare to C.A.R.E.](http://www.daretocare.us/)! Start referring your patients today. To learn more, check out [HOSPITAL DTC WEBSITE].
* Local primary care physicians—curious if your patients are eligible for free vascular screenings with the Dare to C.A.R.E. program? Check out eligibility criteria [here](http://www.daretocare.us/about-the-program/eligibility/)!
* Every year more than 795,000 people in the U.S. have a stroke, and Carotid Artery Disease is responsible for at least 300,000 strokes a year. Find out if you are eligible for free vascular screenings with [Dare to C.A.R.E.](http://www.daretocare.us/) Talk to your doctor today!
* Stroke kills almost 130,000 Americans each year, but many of these strokes can be prevented. Get screened for Carotid Artery Disease and other vascular diseases today! Talk to your doctor about Dare to C.A.R.E.
* Cardiovascular disease is the leading cause of death for both men and women in America

**Twitter**

Tweeting about your new Dare to C.A.R.E. program is a great way to spread the news to your hospital’s followers. Consider starting to tweet information on Dare to C.A.R.E. a few weeks before the program kicks off. This is especially important if you are planning any sort of launch event that you would like to promote to followers.

Tweets must be short and concise, as Twitter only allows 140 characters including spaces. You may find that some of the tweets below are over 140 characters with URL’s included, but don’t worry! Twitter will automatically shorten any URL you include so that it fits within the 140 character limit.

Sample Tweets

*Starting One to Two Weeks before the Program Launch*

* We’re excited to join @HeartHealthDTC to bring Dare to C.A.R.E. to [INSERT HOSPITAL NAME HERE]! [HOSPITAL DTC WEBSITE]
* Great #hearthealth news! Dare to C.A.R.E. is coming to [INSERT HOSPITAL NAME HERE]! [HOSPITAL DTC WEBSITE]
* Free vascular screenings at [INSERT HOSPITAL NAME HERE]- talk to your doctor to learn more! [HOSPITAL DTC WEBSITE]

*After the Program Launch*

* Local primary care docs—we now offer free vascular screenings! Start referring patients today [HOSPITAL DTC WEBSITE]
* Almost 130,000 Americans die from stroke each year. Get a vascular screening today! Visit [HOSPITAL DTC WEBSITE].
* Now accepting referrals for free #hearthealth screenings! Learn more at [HOSPITAL DTC WEBSITE] and <http://www.daretocare.us/>

**V.** **ADDITIONAL TEMPLATE MATERIALS**

**Template Hospital Newsletter, Intranet or Listserv Announcement**

Dare to C.A.R.E. comes to [HOSPITAL NAME]!

[HOSPITAL NAME] is excited to announce the kickoff of Dare to C.A.R.E., a free vascular screening and education program, offered to local communities through collaboration with the [Heart Health Foundation](http://hearthealthfoundation.org/).

The Dare to C.A.R.E. program screens for common vascular diseases. The process includes a blood pressure check and a non-invasive ultrasound examination of the carotid arteries, abdominal aorta, and evaluation of the circulation in the lower extremities. The painless, non-invasive screening is completed in approximately 20 minutes.

C.A.R.E. screening processes include:

* **C**arotid Artery Duplex
* **A**bdominal Aortic Ultrasound
* **R**enal Artery Ultrasound
* **E**xtremity Artery Evaluation

To be eligible for a free Dare to C.A.R.E. vascular screening, patients must be:

* Greater than 60 years old
* Greater than 50 years old, with one or more of the following risk factors:
	+ High cholesterol
	+ High blood pressure
	+ A smoker
	+ Family history of vascular disease (including stroke, heart attack, high blood pressure, kidney failure, sudden cardiac death, or abdominal aortic aneurysms)
* Greater than 40 with diabetes

For more information on Dare to C.A.R.E. here at [HOSPITAL NAME], contact [HOSPITAL CONTACT NAME] at [HOSPITAL CONTACT PHONE NUMBER] or go to (HOSPITAL DTC WEBSITE)

**Template Hospital Flyer**

[DARE TO C.A.R.E. LOGO] [YOUR HOSPITAL LOGO]

*Dare to C.A.R.E. comes to*

*[HOSPITAL NAME]!*

Dare to C.A.R.E. is a free vascular screening and education program.

C.A.R.E. screenings include:

* **C**arotid Artery Duplex
* **A**bdominal Aortic Ultrasound
* **R**enal Artery Ultrasound
* **E**xtremity Artery Evaluation

For more information on Dare to C.A.R.E. here at [HOSPITAL NAME], contact [HOSPITAL CONTACT NAME] at [HOSPITAL CONTACT PHONE NUMBER] or go to (HOSPITAL DTC WEBSITE)

1. **SPECTRUM SCIENCE COMMUNICATIONS, INC. MARKETING SUPPORT**

Spectrum is a full-service health and science communications agency that has supported Dare to C.A.R.E. at a national level. If you would prefer publicity support and assistance in your promotional efforts for your local Dare to C.A.R.E. program, Spectrum can offer the following packaged services.

Marketing Package:

Social Media Outreach

* Cultivation of and outreach to thought and opinion leaders within the local community across both Facebook and Twitter
* Customized draft Facebook posts and Tweets
* Strategically timed posting and sharing of promotional Dare to C.A.R.E. information via Facebook and Twitter

Media Training

* In-depth training of your hospital’s selected doctor or spokesperson to prepare for interviews with the media. Includes one in-person instructional training session featuring preparation techniques and live interview simulation.
* Development of key messages and talking points in preparation for interviews with the media.

Media Outreach

* Development of customized pitches to generate interest in your Dare to C.A.R.E. program.
* Outreach activities to local health and medical media outlets and contacts.

Fee total estimate: $15,000 - $20,000 *\* budget ranges may vary depending on the level of involvement required from Spectrum*