

# ADRC EXPANSION PLAN

## ADRC Marketing: Brand, Name, & Logo Revised Draft 8/21/12

Included in this document are outlines of the revised core messages given discussion during our meeting on August 7, a look at potential marketing campaigns, and brief discussions of potential naming and logos.

### Core Brand

While adherence to a statewide brand and core messages is important, individual promotional campaigns at either the State or local level may emphasize different elements of the overarching Washington State ADRC brand. Local ADRC branches are encouraged to develop campaigns that best suit their region, and to emphasize messages that are most likely to resonate with their target audiences.

All local and state campaigns should be consistent in terms of being accessible, real stories about real people, and outcome-focused. The following guidelines summarize the recommended voice and approach to communicating about ADRCs in Washington:

- Use accessible, easy to understand language.
- Use real people, real quotes and real examples.
- Focus on clients' real experiences and testimonials.
- Tell personal stories and use novella-like formats.
- Use images of people who look like the target population
- Be as specific to ADRC services as possible – avoid generic images or slogans.
- Speak to action and results, and show anecdotal examples of successful outcomes.

Four core messages are proposed to ground the Washington ADRC brand:

- 1) **Effective** in producing results and getting people the help they need
- 2) **Individualized** and personalized approach tailored to each client's specific situation
- 3) **Objective** and unbiased, focused solely on meeting clients' needs without any conflict of interest
- 4) **Independence** through the ability to choose from a range of options (i.e. options counseling)

The proposed over-arching ADRC brand will incorporate all of these core messages. Local ADRC branches can choose to emphasize certain elements and omit others, depending on the nature of the local audiences they are trying to reach.

### ***1) ADRCs Will Get You the Help You Need (Effective)***

We want potential clients to know that ADRCs *work* and that they can go to ADRCs to get the help they need. As much of the target population is unfamiliar with ADRC services, it is critical for marketing materials to establish that ADRCs are a place where disabled and older populations can go to receive practical assistance for the problems they face and to highlight that ADRCs provide quality, effective service delivered by well-trained staff. In addition to educating audiences about the services ADRCs provide, marketing materials should establish that ADRCs are trusted by users both in Washington and nationwide, and have proven to be effective across the board.

### ***2) ADRCs provide Friendly, Personal Service Tailored to Your Needs (Individualized)***

Another key message is that ADRC services are individualized to meet each client's unique circumstances. ADRC staff members are trained to listen to client's needs and preferences, and then work with to tailor a personalized plan. Clients will be treated in a friendly, personal manner, not as nameless patients.

### ***3) ADRCs Provide Objective, Unbiased Information and Referrals (Objective)***

Clients should understand that ADRCs focus on providing objective, unbiased information, and that staff do not favor one service option over another. Information and referrals are based entirely on what is best for the client. ADRC staff has a great understanding of what services are available, and will advise the client and provide them with a range of options depending on what they believe is in the client's best interest.

### ***4) You Get to Choose (Independence)***

This message emphasizes that, when working with an ADRC, clients and their families are the ones who choose how to proceed. The ADRC provides guidance and outlines a range of options, while the client drives the process. The client maintains their independence and dignity, but is able to make an informed decision through the help of the ADRC. This message speaks directly to options counseling (a centerpiece of ADRC services), which is a decision-support process that provides the end-user with the best possible information regarding what their long-term care options are, and then allows them to deliberate and make the decision for themselves without bias.

### ***Examples of Effective Images***

Listed below are examples of images that speak to the core statewide ADRC messages, using clear language, telling real stories, and highlighting successful outcomes.

- Image of a person with a disability holding a key and smiling, with the caption "This is the key to my house. I got it with the help of the ADRC."
- Image of a smiling disabled person working at a fast food establishment, with the caption "This is my son at this job at [insert fast food establishment]. He's a valued member of the team."
- Image of an older person sitting in a comfortable living room receiving care and smiling, with the caption "The ADRC helped me choose my best future."
- Image of a disabled or older person returning home from the hospital, with the caption "Thanks to the ADRC, I made it home from the hospital and feel in control of my health."
- Image of a disabled or older person speaking with a case worker or social worker, with the caption underneath "Struggling with who to call?"

## Statewide ADRC Name

The current name for the Washington ADRC program is “Aging and Disability Resource Connection”. However, the group can make a recommendation for changing it if they feel there is a better alternative. Key discussion points made during last week’s meeting include:

- Consider minimizing the use of “age” and “disability” and highlighting “care”, “connections”, and “community.” We should use aging- and disabled- related words, but place less emphasis there. We do not want to turn people away who do not fall into those categories.
- Other potential options:
  - Community Resource Connection
  - Community Living Connection
  - Other?

### Discussion Questions

- *Does “Aging and Disability Resource Connection” work as the name for the state program?*
- *If not, what are some other ideas?*
- *Should we minimize use of the phrases “aging” and “disability”?*

## Statewide ADRC Logo

During the previous work group meeting, the following points were made during the discussion on statewide logo:

- A statewide logo is in effect a franchise/stamp of approval showing they have met standards. Local chapters would also have a local brand, displayed in tandem with the statewide logo.
- Consider using real-life pictures for the logo. This shows visually who we are serving and who we are.
  - One option is a map of Washington with lots of image of people pasted over it
  - An example of a logo with pictures:



- The federal logo is good – it's clear and the font looks good. However, there is a concern that the colors are too close to “Husky” colors. Consider using the same concept but tweaking the colors



- A logo should be easy to replicate in black and white.
- A logo needs to be clear and legible for people with low vision or difficulty reading.

### Discussion Questions

- *Does it make sense for each local branch to use both a State and a Local logo? Should they be required to display the state logo? Could they choose to use the federal logo instead?*
- *Do real-life pictures work for the logo? If so, what are some potential conceptual designs?*
- *Would it make sense to use an altered version of the federal logo?*
- *What should be the next steps in logo development?*

***More sample logos from other states are included on the next page.***



