**To:** INDIVIDUAL DOCTORS

**From:** Foundation for Chiropractic Progress

**Re:** September Awareness Campaign

**Date:** August 2017

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| **2017 Public Relations Plan Strategies and Tactics** |

The following is a strategic communications plan to guide the INDIVIDUAL DOCTOR in the planning and implementation of its September 2017 Drug-Free Pain Management Awareness Month initiatives. The activities in September are designed to raise consumer awareness of safer, drug-free pain management options, such as chiropractic, before taking opioids.

INDIVIDUAL DOCTOR can achieve local and regional public relations objectives through the execution of a variety of tactics. The following is a description of those tactics, along with examples of how they may be applied to deliver key messages this September.

The following articulates each focus:

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| **Detailed Tactical Recommendations** |

**Tactics:**

***1) Review the Members-Only Marketing Toolkit:***

<http://f4cp.com/resources/marketingtoolkit/>

***2) Review the Consumer Website***

<http://drugfreepaincare.org>

***3) Review the Powerpoint for a community lecture:***

<http://f4cp.com/files/f4cp-pub/opioid_crisis_and_you.pptx>

4) Review the September Calendar with your staff.

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*****August***

1. Contact local newspapers (small and mid-size) offer advertorials electronically-customize with doctor’s names or association.

Contact Marketing Director, Alexis Lignos, [alexis@f4cp.com](mailto:alexis@f4cp.com) if you need a media list generated.

Advertorials to customize and distribute:

* <http://www.f4cp.com/files/f4cp-pub/Drug-Free-Pain-Management-Advertorial.pdf>
* <http://www.f4cp.com/files/f4cp-pub/addicted-babies-advertorial.pdf>
* <http://www.f4cp.com/files/f4cp-pub/amateur-athletes-advertorial.pdf>

*Customized advertorial example – justified right.*

* Share the customized advertorial on social media.
* Post to your website and print out in-office.

1. Contact local TV stations and personally provide a public service announcement (PSA) requesting a September airing. Start requests at the end of July.

Public Service Announcement to share: <https://www.youtube.com/watch?v=60FWlRgw7Ic>

1. Contact local legislative body (Board of Supervisor or City Council) requesting a Proclamation for month of September. Customize the sample letter below and attach the resolution.

* Sample Letter: <http://www.f4cp.com/files/resources/5.24.17-legislator-letter.pdf>
* Resolution: <http://www.f4cp.com/files/resources/5.24.17-resolution.pdf>

**Webinars**

*GAC Webinar*

Listen to the Group Advisory Committee (GAC) webinar, “Success Lies in the Details: Walk-Through September Materials to Ensure Your State is Successful,” recording and review the slide deck for a better understanding of the September campaign activities.

* Webinar Recording: <https://www.dropbox.com/s/379vmng9ju9alo8/2017-07-19%2012.00%20Success%20Lies%20in%20the%20Details_%20Walk-Through%20September%20Materials%20to%20Ensure%20Your%20State%20is%20Successful.mp4?dl=0>
* Download the PowerPoint Slides: <http://www.f4cp.com/member-services/marketing-materials/Files/Marketing%20Resources%20-%20GAC%20PowerPoint%20Presentations/7.19.17-GAC-Walk-Through.pptx>

*Upcoming Webinar Series*

Register for the six-part webinar series presented by F4CP Corporate Sponsors:

* Thursday, August 31 – NCMIC: <https://attendee.gotowebinar.com/register/1882760115174711298>
* Thursday, September 7 – Standard Process: <https://attendee.gotowebinar.com/register/5937846959342862338>
* Thursday, September 14 – ChiroHealthUSA: <https://attendee.gotowebinar.com/register/2646649117107025154>
* Tuesday, September 19 – Performance Health: <https://register.gotowebinar.com/register/5098490777814918658>
* Thursday, September 21 – Chirotouch: <https://attendee.gotowebinar.com/register/3552876496324668930>
* Thursday, September 28 - Foot Levelers: <https://attendee.gotowebinar.com/register/6921302935783890946>

**Special Events**

Attend special events at the Florida Chiropractic Association (FCA) The National Meeting in August:

* Connect with us! Visit F4CP booth #1302.
* Attend F4CP Executive Vice President Dr. Sherry McAllister’s panel presentation and opioid abuse class:
  + FCA Schedule: <https://thenationalchiro.com/the-schedule>

**Press Release**

Distribute a customized press release to your local newspapers on August 29, 2017, announcing September as Drug-Free Pain Management Awareness Month.

Download and customize the press release below:

* Microsoft Word file: <http://www.f4cp.com/files/resources/8.29.17SeptMonthDoctors.docx>
* PDF file: [http://](http://www.f4cp.com/files/resources/8.29.17SeptMonthDoctors.pdf)[www](http://ftp.f4cp.com/public_html/files/resources/8.29.17SeptMonthDoctors.docx).[f4cp.com/files/resources/8.29.17SeptMonthDoctors.pdf](http://f4cp.com/files/resources/8.29.17SeptMonthDoctors.pdf)

**Follow-Up with Editors**

* Email local media the August 29th press release – do not send attachments. Paste the press release in the body of the email.
* Media list – need a targeted list of editors? Email Marketing Director, Alexis Lignos: [alexis@f4cp.com](mailto:alexis@f4cp.com).
* Follow-up with reporters by email 48-hours after release distribution. Include ‘FOLLOWING UP’ in the subject line.
* Do not call reporters.
* Post press release to practice website, newsletter and social media platforms. Print-out and place in the office waiting room.

***September***

**Week One**

Doctor’s Reception area:

* Print and post F4CP General Becky Halstead 18x24 poster in office: <http://www.f4cp.com/member-services/marketing-materials/Files/F4CP%20Posters/Becky_Drug-Free_18x24_072617.pdf>.
* Distribute 8.5 x 11” information sheet to each patient that visits during the month of September – print out and share copies of the General Becky Halstead handout: <http://www.f4cp.com/member-services/marketing-materials/Files/F4CP%20Posters/Becky_Poster_8.5x11_073017.pdf>.
* Print out and post advertorial in reception area (Rotate weekly): <http://www.f4cp.com/files/f4cp-pub/Drug-Free-Pain-Management-Advertorial.pdf>
* Social Media - Post the following text on social media on Tuesday, August 29:
  + Mark your calendar - September is Drug-Free Pain Management Awareness Month. To learn more, visit: drugfreepaincare.org. #StopOpioidAbuse
* Social Media - Post the following on social media on Friday, September 1:
  + Common painkillers raise risk of heart attack – consult your chiropractor for drug-free pain relief! [www.f4cp.com/findadoctor](http://www.f4cp.com/findadoctor) #StopOpioidAbuse
* Social Media Accelerators™ - please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook and Twitter. Subject line is: “Share F4CP Resources on YOUR Platforms”
* If doctor has patient lectures, schedule one on opioid abuse to the community. Here is a link to download the Consumer Awareness PowerPoint presentation: <http://f4cp.com/files/f4cp-pub/opioid_crisis_and_you.pptx>

Community Outreach:

# Schedule presentation to local service club utilizing the F4CP video, *Dr. Sean Drake Highlights Value of Chiropractic Care for Athletes*: <https://www.youtube.com/watch?v=60FWlRgw7Ic>

* If there is a local health fair, secure a booth or table.

Mainstream Media**:**

* Placement of one or more advertorials should have already been completed.

**Week Two (Same as week 1 with exception)**

* Doctors Reception Room -- Print out and post advertorial in reception area (Rotate weekly): <http://www.f4cp.com/files/f4cp-pub/addicted-babies-advertorial.pdf>
* Distribute Kathryn Sundquist JA patient handout to patients that visit during the month of September: <https://www.youtube.com/watch?v=3qcDHVfMkK8&t=4s>
* Community Outreach
* Social Media – Post the following on social media on Wednesday, September 6:
  + MILLENIALS: Opioid addiction is real. Before you start taking painkillers, consult a chiropractor for care: [www.f4cp.com/findadoctor](http://www.f4cp.com/findadoctor).
* Social Media Accelerators™ - please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook and Twitter. Subject line is: “Share F4CP Resources on YOUR Platforms”
* Mainstream Media: Consider placing an ad in the local newspaper with either local or state proclamation.

**Week Three**

* Doctors Reception Room: Schedule day when doctor visits are donated to campaign. Consider seeking contribution from patients. Here is a link to the in-office flyer: <http://www.f4cp.com/member-services/marketing-materials/Files/Drug%20Free%20Pain%20Care/I_support.pdf>.
* Distribute trifold brochure about opioids to each patient that visits during the month of September: <http://www.f4cp.com/files/resources/F4CP_Opioid_Trifold.pdf>
* Community Outreach
* Social Media – Post the following on social media on Tuesday, September 12:
  + Chiropractic care is a safer, drug-free and non-invasive pain management option. #ThinkChiropractic #StopOpioidAbuse
* Social Media Accelerators™ - please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook and Twitter. Subject line is: “Share F4CP Resources on YOUR Platforms”
* Mainstream Media

**Week Four**

* Doctor’s Reception Room – Print out and post advertorial in reception area (Rotate weekly): <http://www.f4cp.com/files/f4cp-pub/amateur-athletes-advertorial.pdf>
* Distribute handout about opioids to each patient that visits during the month of September: <http://ftp.f4cp.com/member-services/marketing-materials/Files/Brochures/F4CP_patient_ed_sheet_r1.pdf>
* Community Outreach
* Mainstream Media
* Social Media – Post the following on social media on Tuesday, September 19:
  + From 1999 to 2014, more than 165,000 people died in the U.S. from prescription opioid overdoses -- 3 times the U.S. military deaths during the 20 years of the Vietnam War. Chiropractic offers a safer strategy for pain. #ThinkChiropractic #StopOpioidAbuse
* Social Media Accelerators™ - please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook and Twitter. Subject line is: “Share F4CP Resources on YOUR Platforms”