

Month	Health Awareness	Service Emphasis	Cultural/PR Emphasis	Primary Target	Media
July	Summer Wellness & Safety	Pharmacy	National Disability Independence Day	Mark & Shelly	Print Advertisement/Social Media
August	National Health Center Week	Pediatrics/Back to School	Civility Month	Mark & Shelly	PR + normal print calendar + Patient bill stuffers
September	Healthy Fruit & Veggies	Specialty Care	Hispanic Heritage Month/POW/MIA + Patriot Day (9/11)	Charlie	Print Advertisement/Social Media
October	Breast Cancer Awareness/Mental Health	Behavioral Health Services	Domestic Violence/Bullying Prevention/Italian American Heritage	Charlie & Betty	Print Advertisement/Social Media
November	Diabetes Awareness	Chronic Disease & Care Management Services	Native American Heritage Month/Alaskan Heritage	Charlie & Betty	PR + normal print calendar, Patient stuffers
December	Holiday Wishes	Reproductive Health Services	Universal Human Rights Month	Mark & Shelly	Print Advertisement/Social Media
January	Cervical Cancer Awareness	Express Care Service	Slavery & Human Trafficking	Charlie & Betty	Print Advertisement/Social Media
February	Children's Dental Health Awareness/ Heart Disease Month	Dental Services	Black History Month	Mark & Shelly, Charlie	PR + normal print calendar & Social media + Patient Stuffers
March	Colorectal Cancer/Nutrition Month	Chiropractic Services	Women's History Month	Charlie & Betty	Print Advertisement/Social Media
April	Donor Awareness	Pharmacy	Celebrate Diversity Month/Earth Day	Mark & Shelly	Print Advertisement/Social Media
May	Women's Health/Mental Health	Primary Care - Women & Jersey Shore Dental	Older American's Month/Asian American & Pacific Islander Heritage	Betty	Normal print calendar + Patient Stuffers
June	Men's Health	Primary Care - Men & Jersey Shore Dental	Pride Month /Juneteenth	Charlie	Normal print calendar-PR

Preliminary Budget Plan				
Item	Description	Assumptions	Budget	Notes
Print Ads	Webb Weekly/Sungazette	2 X Month	\$20,000	
Other media	Crosscutters Billboard	Season	\$1,995	
SEO/Reputation Mgmt	Next Advertising	Yearly contract	\$5,000	
cial Media/Google Ad	Next Advertising	Yearly contract	\$7,500	
Website, etc.	Point & Click Media	Project support	\$10,000	Ongoing updates to push special events and messages
TV	WBRE	Monthly Promos		Special Targeted Campaigns, as per plan, if budget approved
Jersey Shore	Radio/Placemats/Billboard	Campaign	\$9,000	Expansion Campaign
Patient stuffers	Inserts to advertise services to Patients	Every 3 months	\$3,000	
Bus shelters	4	6 months	\$12,000	If budget approved July - December
Promotional Items		Per history \$1,500/month	18,000	National Health Center support and other special programs or events
			\$86,495	

Key Messaging	Secondary	Target
Care That Puts Me (the patient) First	Friendly, Caring, Respectful	All
Affordable, Comprehensive, Quality Care	Convenient, Knowledgeable, Harness Technology	All esp Mark & Shelly
By Providers That Know the Challenges Faced by our patients	Needed Services. Community	Charlie, Betty
*Personalized care plans	Treatment Plan solves the patient's needs	All
*Help to overcome Barriers such as transportation, etc.(SDOC)	Other Resources Made Available, if needed	Charlie
*Chronic Disease Management	Specialty Care/Monitoring of Complex issues	Charlie, Betty