

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.

PR, Marketing, & Fundraising Minutes

July 19, 2021 5:30 PM

PRESENT: Shantay Hall and Karla Sexton, Compliance Officer

Excused: Pastor Velinda Smith; Rick Wyatt; and Jim Yoxtheimer

I PR & Marketing

a. Marketing Plan Update: Karla reported that she has been working on a new marketing plan for the new fiscal year, which started July 1. She reviewed the information provided in the packet showing themes and areas of focus for each month. It is felt the focus for marketing and advertising should be focused on the services the Center offers rather than specific themes. She presented the marketing plan tactics which include print media, digital media, and special promotional media. Print media would include Webb Weekly ads, Valley Trader ads, Sun Gazette, and direct mail/brochures. Digital media would include NorthCentralPA.com, OnThePulse.com, Google, social media, and the Center's website. Special Promotional media would include the transit buses and shelters, text/email campaigns, statement stuffers, and outreach. The suggestion was made to offer patients something flat that could fit into their wallet, for example a medication log.

b. PACHC Statewide Initiative Update: Karla reported that the Pennsylvania Association of Community Health Centers has been working on a statewide marketing campaign to assist all health centers raise awareness of Community Health Centers. Karla indicated she would be attending a training for the roll out of the materials next week. It is hoped some of the materials will be able to be used on the bus wraps and terminals. She will present the materials in the next meeting.

c. National Health Center Week: Karla reported that National Health Center is August 8-14 and the theme for this year is "Community Health Centers: The Chemistry for Strong Communities". Karla indicated that she and Jackie has been working on the following activities:

- Monday, August 9: Working with Family Promise and ARW for a special outreach. The Center will be offering vaccines as well as food boxes.
- Tuesday, August 10: Staff Appreciation Day. It is planned for a meal for the staff as well as a giveaway.
- Wednesday, August 11: Patient Appreciation Day. Umbrellas have been ordered to give to patients who are at the Center on that day.
- Thursday, August 12: Children's Health Day. Activities are being planned to include COVID vaccines and other immunizations. The YMCA will be on site to play games with the children and a special appearance from the balloon man that has attended fairs in the past.

Jim is planning to send out invitations to local legislators to request their presence on Thursday, August 12.

Next Meeting: September 20, 2021 5:30 PM Community Room