

Who do we need to make **AWARE**? Providers-----All citizens of the Commonwealth

Policymakers

How do we make the citizens **AWARE**?

Create a Toolkit

- Communication to all
- Media Campaign
- Social Marketing of problem and solution
- AMA video
- Data—facts
- Literature –that is readable on all levels except non readers
- Make sure communication is CLEAR
- Create a Power Point presentation that would be used by all promoters—to give a consistent message

Barriers to AWARENESS

- Slow moving policy changes
- Lack of health education in schools—beyond K-12
- Interagency collaboration difficult—to many special interest groups
- Keeping momentum going is difficult
- Funding is scarce

- **Goals information**
 - Illiteracy
 - Seeing the problem as someone else responsibility
 - Unclear communication—
Doctors talking patients—Patients talking to Doctors
 - **Get county data**
 - Create mailing list for media
 - Develop media campaign
 - Organize PowerPoint Presentation
 - Regular Press Releases
 - Direct people to website
 - Summarize Best Practices from Presenters
 - Synthesize what other states are doing...don't recreate the wheel