

## **HIPE ATTACHMENT 5-3**

### ***Discover the HIPE Week***

Healthcare In Partnership with Education Recognition Week  
October 10 – 14, 2005

#### **MARKETING TIPS**

- Attach announcement flyer to minutes or newsletters of organizations up to one month prior to HIPE Week.
- Translate HIPE marketing materials into non-English speaking community language(s). (Could be a class assignment)
- Obtain proclamations from Governor, Mayor, Education Officials, Civic Organizations, Industry CEO, Professional Organization Presidents, etc.
- Send news release to local newspapers
- Plan activities for each day of HIPE week
- Distribute bookmarks of HIPE Facts
- Arrange for local news service (TV, newspaper, radio station) to interview industry and education partners that are serving students in the classroom or at the healthcare site
- Post Electronic Announcements to:
  - School Websites
  - Marquee
  - Bulletin Boards
  - Industry Websites
  - Professional Organization Websites
- Arrange to make presentations at various clubs and organizations on the value of partnerships between the healthcare industry and education agencies
- Send announcements to local community colleges and public and private universities
- Notify school administration; district, county, site-based of the upcoming events and activities to ensure support and participation
- Distribute HIPE announcements to community:

<p><b>Associations:</b>  American Cancer Association  American Lung Association  American Heart Association  American Multiple Sclerosis Asso.  American Arthritis Association</p>	<p><b>Professional Organizations</b>  Nursing  Pharmacy  Medical Imaging  Laboratory  Health Professions Network</p>
<p><b>Civic Clubs:</b>  Kiwanis  Elks  Mason  Lions  Chamber of Commerce</p>	<p><b>Major Marketing</b>  Cable  Newspaper  Radio  Television  Local School TV/Radio station</p>
<p><b>Employers</b>  Hospitals  Long Term Care  Clinics  Home Health Agencies  Provider Offices  Pharmaceuticals  Bio-technology  Medical Equipment and Devices  Medical and Dental Labs  Third Party Payers</p>	<p><b>Educational Forum</b>  School Board Associations  Tech Prep Programs  Consortiums  Administrator Association  Faculty Associations  HOSA Chapters  Postsecondary Faculty  Secondary Faculty  Elementary Teachers, Counselors, and Administrators</p>
<p><b>Other Groups</b>  Labor Organizations  AHEC's  Parent Teacher Association  Community Based Organizations  ACTE  AAHE</p>	<p><b>Academic Clubs and Organizations</b>  Science Club  State Affiliates for:  National Science Teachers Association  National Association of Teachers of Math  English-Language Arts Teachers Association  National Association of Health Educators</p>