



DIRC Marketing Plan

Diabetes Information Resource Center (DIRC)

Situation Analysis

The idea for DIRC came in 2002 as we listened to stakeholders in California and beyond who expressed their desire to quickly find and use programmatic information about diabetes. Results from the 2003 California Diabetes Public Health System Assessment validated the need for a Web-based tool to both collect and share a wide spectrum of information about diabetes prevention and control. Hands-on development of DIRC started in 2004 and the site was launched in March of 2005.

DIRC's competitors are other on-line information retrieval systems including search engines such as Google or Yahoo. DIRC's competitive edge is that content is screened for quality and relevance for DIRC's target audience. Once DIRC's content is built up, users should be able to sift through far less to find quality information. As the California Department of Health Services' program on diabetes, the California Diabetes Program lends credibility to the information on DIRC and presents Partner Profiles and Resources in an unbiased manner. DIRC was designed to level the playing field and present quick summaries of information in a logical, straightforward fashion. To our knowledge no other product like DIRC exists in California or in any other state.

The success of DIRC relies on the California Diabetes Program as the foundation and on partner organizations for content and support. A multi-level marketing campaign is required to attract visitors and Content Contributors to DIRC. Strategies and tactics are listed on the reverse side.

Target Audience

| | |
|-----------------------------------|---------------------------|
| Advocacy Groups | Coalitions/Collaboratives |
| Community-Based Organizations | Educational Institutions |
| Foundations | Funding Agencies |
| Government | Health Care Organizations |
| Health Professionals | Media |
| Policymakers | Private Industry |
| Quality Improvement Organizations | Support Groups |

Strategic Goals

- To promote DIRC as the first step for professionals in their quest for diabetes information in California.
- To grow DIRC into the most comprehensive, up-to-date repository of information on diabetes programs, resources, and data in California.
- To engage organizations across the state to contribute and update their own information and to make DIRC their own.
- To identify continuous funding to support and grow DIRC.

Sponsorships

If you are interested in providing financial support for DIRC, please contact us at (916) 552-9888 or download Sponsorship information from DIRC.



DIRC Marketing Strategies and Tactics

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Grassroots strategies capitalize on hundreds of existing partnerships, recruit new partners, and generate valuable information to share. Public relations and advertising efforts are designed to solicit new Content Contributors and additional traffic to DIRC. All efforts rely on available staff and funding.

| Grassroots | Public Relations | Advertising |
|--|---|---|
| <p>Email Outreach</p> <ul style="list-style-type: none"> Quarterly E-bulletin (upgrade current e-bulletin for broader focus to drive traffic to DIRC). List serv <p>Content Contributor Campaign</p> <ul style="list-style-type: none"> Regular Training sessions - Provide telephone/online training on how to become a Content Contributor, submit a Partner Profile and Resources. Telephone campaign - Call potential Contributors and provide technical support for Profiles and Resources. DIRC Contributor Drawing to provide incentive for partners to become DIRC Contributors. Prize may be diabetes supplies or materials for their organizations, or a trip to a national diabetes conference. Provide monthly tracking report Featured Profile on homepage <p>Links Campaign</p> <ul style="list-style-type: none"> Research and request links to DIRC from established, credible Web sites <p>DIRC Integration Campaign</p> <p>Integrate promotion of DIRC in all program activities utilizing 5 field staff that meet with hundreds of community partners</p> <ul style="list-style-type: none"> Promote on all communication pieces of the program Promote in all public speaking presentations (state, national, and international) Promote at all events Promote in all projects such as: Tobacco Cessation and Diabetes, U.S. Mexico Border Diabetes Project, Pacific Business Group on Health California Dept of Health Services Grand Rounds | <p>Media Kit:</p> <ul style="list-style-type: none"> Talking points DIRC sponsorship package DIRC marketing plan Training flyer How to become a Content Contributor How to submit Resources Question and Answer sheet Org chart of stakeholders Gov Tech magazine article Evergreen article DIRC ad – ready for placement Testimonials of different sector users <p>Generate DIRC Press</p> <ul style="list-style-type: none"> Distribute press releases Media Tour <p>Web site Competitions</p> <ul style="list-style-type: none"> Enter DIRC into Web site competitions <p>Professional Presentations:</p> <ul style="list-style-type: none"> PowerPoint Multi-media <p>Customer Satisfaction Survey</p> <ul style="list-style-type: none"> Conduct regularly <p>Annual Performance Report Meeting</p> <ul style="list-style-type: none"> Networking for sponsors and key partners Update on DIRC | <p>Direct Mail</p> <ul style="list-style-type: none"> Postcards or brochure <p>Advertising</p> <ul style="list-style-type: none"> Place ads in trade journals reaching target audience Place ads on key Web sites, such as WebMD, California HealthCare Foundation, etc. <p>Trade Shows/Conferences</p> <ul style="list-style-type: none"> Submit abstracts about DIRC for professional conferences Host exhibit with DIRC demonstrations, information and specialty items |