

CCALAC Communications & Marketing Peer Network

Process strategies for collecting and sharing stories

Friday, March 10, 2023

Presented by:


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Director of Communications



*A **brand** is a story that is always being told.*

Scott Bedbury



Step 1:
Editorial Team +
Planning

Step 2:
Clinician + Staff

Step 3:
Take action



1. Editorial team meets monthly to consider ideas and also where/how to share the story

- Stakeholder groups
 - Patients
 - Clinicians
 - Donors
 - Categories of staff
- Current events
- Awareness/Recognition days/weeks/months
- Gift/grant deliverables
- Fundraising priorities
- Internal QI priorities
- Comprehensiveness/“it’s been a while”

Make the most of your content

Outlets/channels

- Newsletter (print or electronic)
- Annual report
- Blog/website
- Social media
- Solicitations (direct mail)

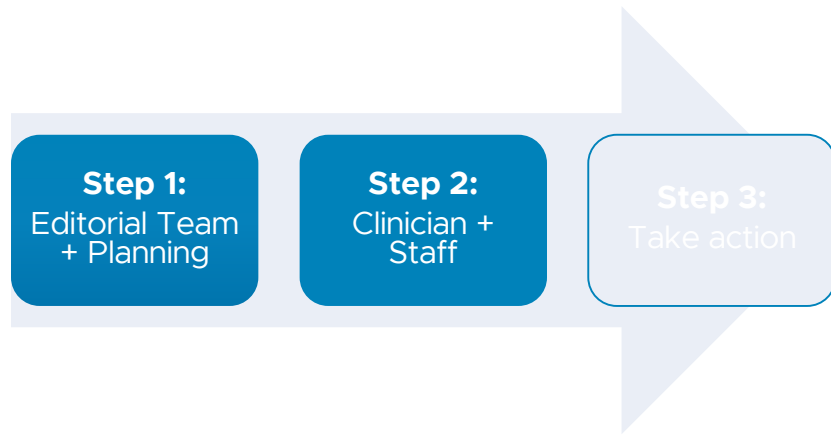
Format

- Long
- Short
- Listicle
- Graphic
- Video

Audience

- Donors (current + potential)
- Staff
- Media
- Legislators + policymakers





2. Enlist clinicians or staff (depending on the story we want to tell)

- To help identify appropriate patients
- To do the initial outreach to the patient to get buy-in
- To share their experience and expertise – generally and with the patient they’re going to recommend



3. Communications team takes action

- Make contact
- Conduct interview, photo shoot (or ask for photo)
- Secure permission (*in writing*)
- Draft story
- Secure final story approvals
- Share (per plan)



Privacy Release Form
Autorización legal para los datos del paciente

I am a patient at Venice Family Clinic. I consent to waive all my privacy rights as to the information that I freely and voluntarily write or orally relay to the public about my past and present medical condition, my name and the course of my treatment at Venice Family Clinic and other institutions. I understand that my oral and written communications of this information to the public may, and probably does, include communication to representatives of the news media, as well as to the staff and Board Members of Venice Family Clinic, and others. My consent to this waiver of privacy rights is made without coercion or inducement of any kind.

I give my permission to be photographed and/or videotaped by Venice Family Clinic. I understand that these photographs or footage may appear in newspapers, magazines, brochures, on television or on the Internet, including, but not limited to Venice Family Clinic's website and social media channels.

Yo soy paciente de Venice Family Clinic. Renuncio los derechos de privacidad que comparto por escrito o verbalmente sobre mi situación actual, nombre, y el tratamiento que recibo en relación a mi condición médica, mi nombre y el curso de mi tratamiento que reciba en relación a mi condición médica, por mí o por representantes de los medios de comunicación, así como por el personal y miembros de la Junta Directiva de Venice Family Clinic, y otros. Yo he dado este permiso sin coacción o inducimiento de cualquier tipo.

Doy mi permiso para ser retratado por Venice Family Clinic. Entiendo que estas fotografías o grabaciones pueden aparecer en periódicos, revistas, folletos, en la televisión o en Internet, pero no limitado a la página de web de Venice Family Clinic, y otros. Mi consentimiento a esta renuncia de derechos de privacidad se hace sin coacción o inducimiento de cualquier tipo.

Signature/Firma

Name/Nombre

Name and age of other subjects/Nombre y edad de otros sujetos

Address/Dirección

Phone/Teléfono

Purpose/Razón

Venice Family Clinic Representative/Representante de Venice Family Clinic

604 Rose Avenue • Venice, CA 90291 • 310.392.8630 • Fax 310.396.8279 • venicefamilyclinic.org

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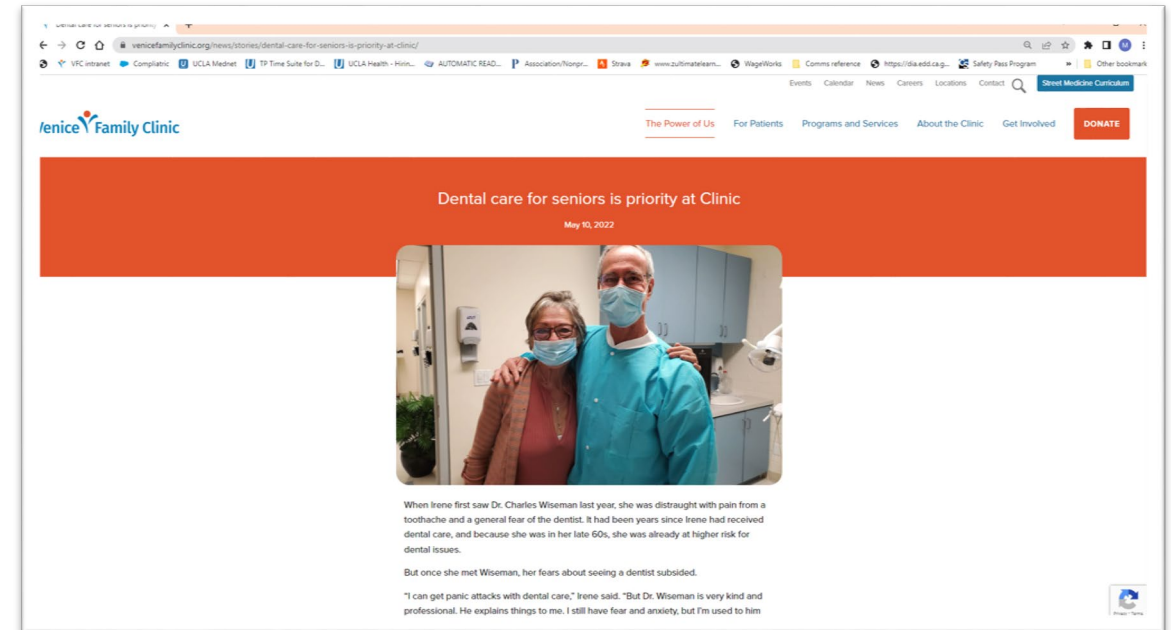
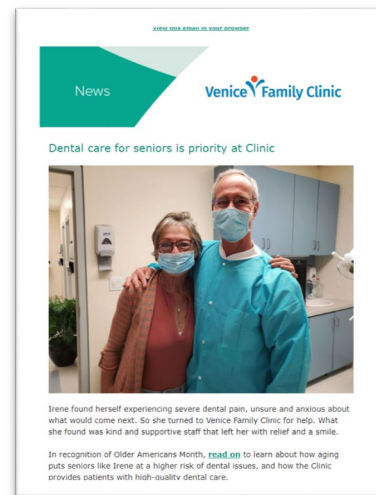
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Example: Dental care for seniors

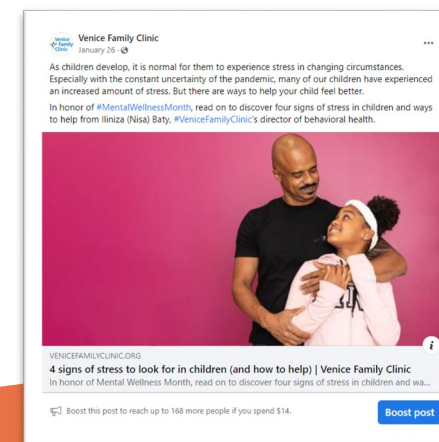
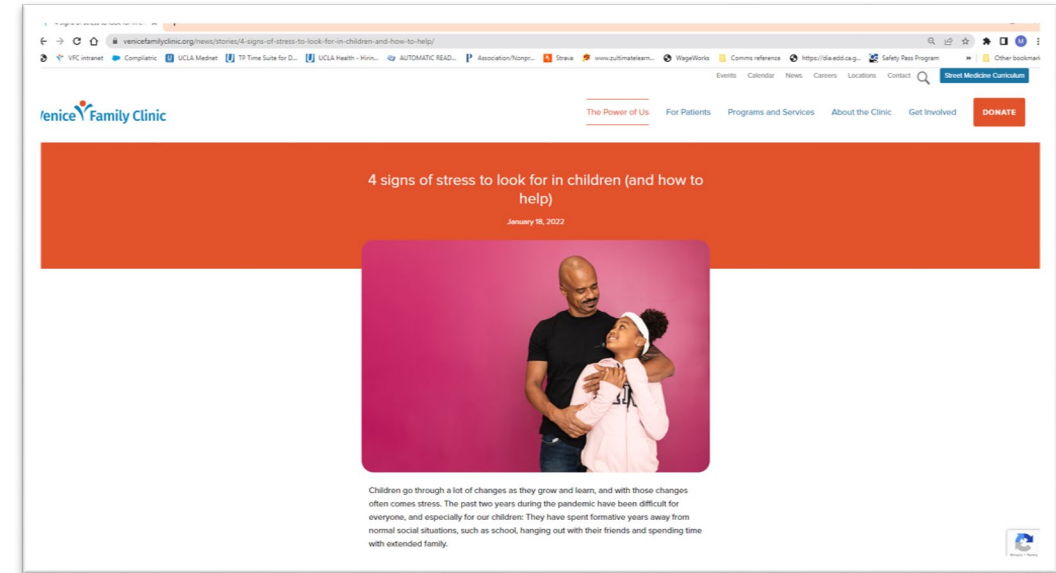
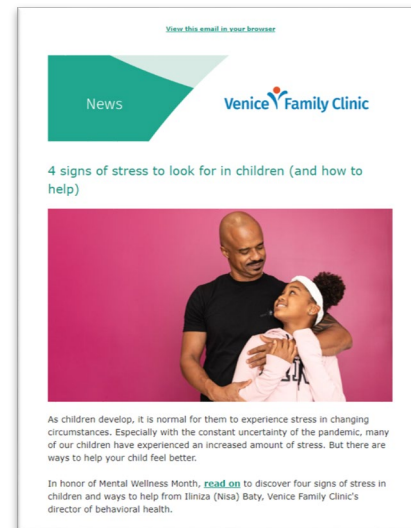
- ✓ Donor recognition / deliverable
- ✓ Awareness month
- ✓ “It’s been a while”
- ✓ Patient + clinician

- ✓ Website (blog)
- ✓ E-Newsletter
- ☒ Social media
(at patient request)



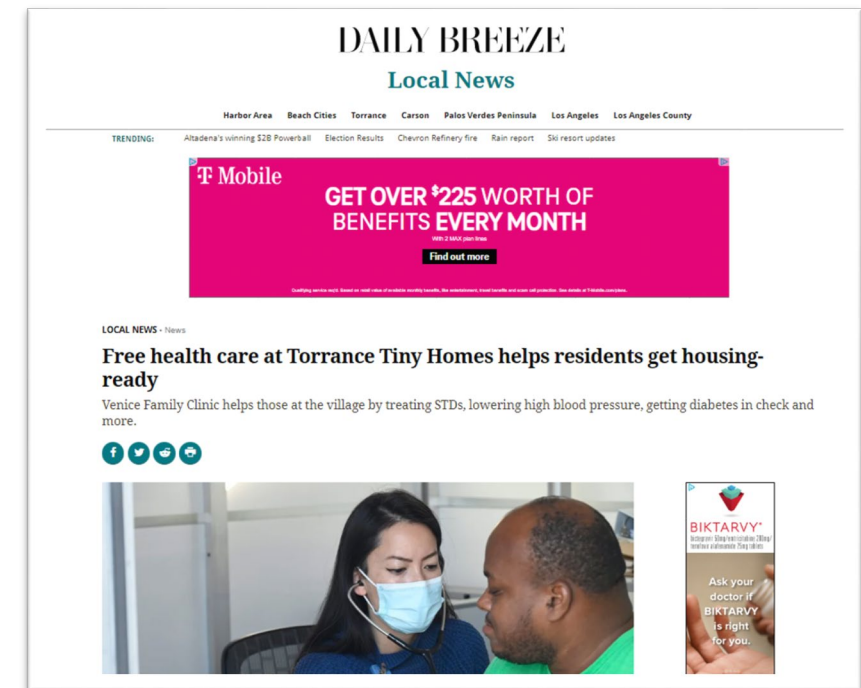
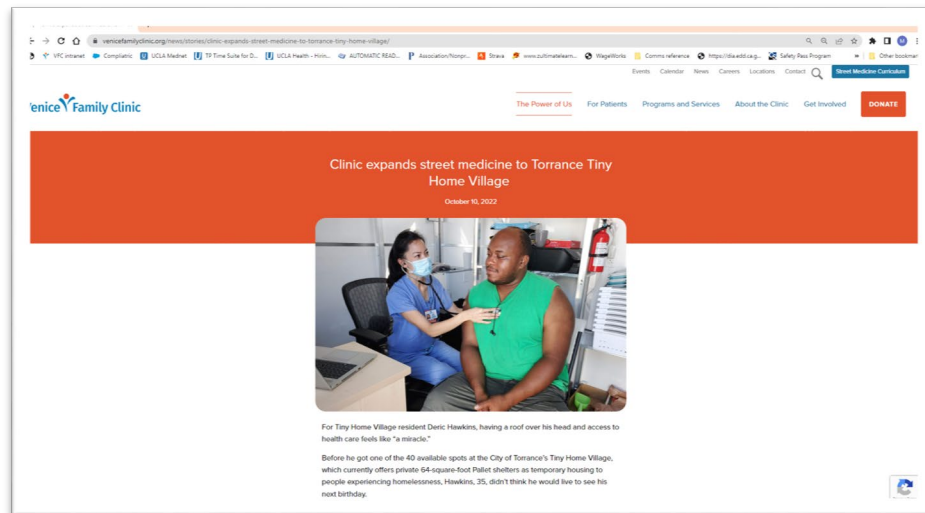
Example: Stress in kids

- ✓ **Current events**
 - ✓ **Awareness month**
 - ✓ **Clinician expertise**
-
- ✓ **Website (blog)**
 - ✓ **E-Newsletter**
 - ✓ **Social media**



Example: Street medicine at Torrance Tiny Homes

- ✓ Internal (non-QI) priority
- ✓ Awareness month
- ✓ Clinician expertise



Thank you!

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