

## Marketing Message for ServiceLink Resource Center Campaign

Based on research from Aging and Disability Resource Center (ADRC) sites that conducted focus groups and surveys of elders, consumers with disabilities, service providers and key informants, the challenge for a Resource Center is complex. The Resource Center is reaching out to the consumer asking: "Who do I talk to about issues I'm not sure I can even define for myself?"

We need to position the ServiceLink Resource Centers so they are perceived as a helpful resource by using messages to reinforce the perceptions we are seeking to achieve. The table below addresses the perception that surveyed consumers and providers were looking for in a Resource Center and sample message texts to reinforce that perception.

<b>Create a perception for consumers that the SLRC:</b>		<b>MESSAGE:</b>	<b>REVISED MESSAGE</b>	<b>VISUAL CUE</b>
Provides answers about the healthcare service spectrum		<p>ServiceLink Resource Centers is a trusted place for an older adult or disabled person (or family/friends) to call to obtain answers about their health care needs.</p> <p>ServiceLink Resource Centers provide connections to assessment of needs and access to care when available.</p>	<p>ServiceLink is a trusted place to get answers about health care services for older adults or people with disabilities. Even if you're not sure what you need, ServiceLink can help you. We'll listen to your needs, respect your privacy, and help you find answers.</p>	Friendly face of helpful person
Guides consumers in this confusing area		<p>ServiceLink is a source of complete, accurate and friendly assistance. We've helped many others and we can help you.</p>	<p>Confused about where to start? You don't have to do this alone: the ServiceLink team is one phone call away. Calls are free and confidential.</p>	Triptik Guide

<b>Create a perception for providers that the SLRC:</b>		<b>MESSAGE:</b>	<b>REVISED MESSAGE</b>	<b>VISUAL CUE</b>
Offers a helpful "person", not an institution		The people who work at ServiceLink are members of your community, ready to help. Calls to ServiceLink are free and confidential.	Our friendly staff knows how to help connect you with services in your community.  Call Elle, Lisa or xxxx at	Name and picture of staff
Is a consumer education center		ServiceLink benefits service providers by connecting consumers to time saving solutions.	No changes recommended	