

Recruitment Plan for D2d

Initial Efforts

Press release submitted to UTHSC Communications and Marketing for distribution to local media outlets
Write article for The Record (UTHSC campus quarterly publication)
| Meet with Assistant Vice Chancellor of Communications and Marketing for networking ideas
Word of mouth initiative to known groups who are interested in study
Email Post to UTHSC listserv
Refer a friend
Weekly posting to Craig's List
Contact medical practices including OB

Future Efforts

Postcard mailings
Free media coverage
 Lynn Doyle (hosts show on local library channel)
 Live at 9 (local, morning television show)
 Guest on KWAM (local radio station) morning show
| Contact Occupational Health Nurses Association
Contact to Healthy Memphis Common Table
Submit quarterly to UTHSC listing of events that goes to LeBonheur, The MED, VA and Methodist
Contact University of Memphis for inclusion in Tiger Beat (campus newsletter)
Flier posting on bulletin boards (health centers, etc.)
Contact American Diabetes Association (Diabetes Walk on November 9 at Audobon Park)
Free ad in The Best Times (monthly newspaper for people 50 and over)