Communications & Marketing to Special Populations

In some ways, special populations will define and impact the work of health centers moving forward. For instance, in the competitive healthcare environment, health centers have greater experience working with special patient populations compared to many other medical providers. These underserved patients have additional barriers to accessing mainstream media and conventional outreach efforts and therefore, may be more difficult to inform about health centers.

During this call, PCA participants shared and discussed marketing materials, brochures, communication strategies, and other media efforts that have been successful in connecting with and educating special patient populations about health centers. Outlined below are strategies PCAs use to communicate with special patient populations about health centers as well as existing resources PCAs and health centers can access:

- Use existing materials from other organizations such as those developed by National Cooperative Agreement (NCA) grantees (see below). NCAs have a large variety of resources and training available to address any number of special patient populations-related issues, including outreach and marketing.

- Adapt existing health center or PCA materials so they are culturally sensitive to reach special patient populations. Consider connecting with an NCA, state, or local organization that is very familiar with the special patient population to get feedback. If possible, test the materials with patients belonging to that population.

- Partner with other community organizations that are connecting and interacting with special patient populations to inform them about the health center. This can be especially helpful in Outreach and Enrollment efforts since there is already momentum behind helping people access health insurance coverage.

Marketing and Communications Resources
The following resources come from NCAs as well as health centers:

Asian American, Native Hawaiian, and Other Pacific Islander Populations
Association of Asian Pacific Community Health Organizations (AAPCHO)
Staff at AAPCHO work with each health center or PCA to develop or identify resources.
Farmworkers
*Prenatal Baby Shower Themed “Care Counts” Postcard* in Spanish from Migrant Health Promotion

Recommended Health Education Materials compiled by National Center for Farmworker Health

Farmworker Outreach Manual by National Center for Farmworker Health

You Are Welcome Here Posters in Spanish and English by Migrant Clinicians Network

Elderly
Tips for Making Your Health Center Age-Friendly by the National Center for Health and the Aging (includes communication/marketing suggestions)

HIV/AIDS
El Rio Community Health Center’s brochure (available in Spanish and English)

LGBT
“Do Ask, Do Tell” Brochure from Fenway Institute’s National LGBT Education Center

“Do Ask, Do Tell” Poster from Fenway Institute’s National LGBT Education Center

Five Ways the Affordable Care Act Helps Improve LGBT Health infographic to display or distribute from Fenway Institute’s National LGBT Health Education Center

Homeless
El Rio Community Health Center’s brochure for homeless patients

Residents of Public Housing
Outreach to Residents of Public Housing from the National Center for Health in Public Housing