

Dear []:

The insight you provided on the [client's] overarching goal – and the major goals of your Communications program – have prompted me to develop what I would offer as a core approach for [organization's] external communications.

The aim is to solidify awareness of integrative medicine among the general public (and, secondarily, among policymakers) who have heard various things about complementary and alternative therapies but have yet to find the information compelling.

Overview of Campaign

The advertisement model is the “Pass It On” campaign featured on billboards (as well as in radio and TV spots) in recent years by the Foundation for a Better Life (www.values.com). These ads put a face – and an associated personal story – on much more generic values such as sacrifice, honesty, devotion, etc. The messages were invariably noticed by motorists, commuters riding trains and buses, airline passengers, and consumers going about their business. In a similar way, the [client] would succeed in “personalizing” the benefits of integrative medicine with the public – while laying further groundwork with policymakers.



The approach could be undertaken in concert with any number of organizations that would be interested to collaborate by virtue of their being strong proponents of each type of CAM therapy. In addition to forming or extending these partnerships, [client] would benefit by popularizing knowledge about integrative medicine. This would be done via stories that personalize the healing power of complementary and alternative approaches while referencing a tidbit of the associated supportive science.

When *Consumer Reports* features a report card on CAM – as is done in the current issue¹, and when *Time* features a special section on alternative remedies for chronic pain (as it did in March),² the time is clearly ripe for an authoritative, independent source such as [client] to push through those media openings and take the case to the masses.

¹ <http://www.consumerreports.org/cro/magazine-archive/2011/september/health/alternative-treatments/overview/index.htm>

² http://www.time.com/time/specials/packages/article/0,28804,2053382_2055269_2055260,00.html

Particulars

Unlike the “Pass It On” campaign, which featured a single series of impressive print ads, my recommendation is that [client] consider two types of ads: a short form and a longer form. The short version could run for the first few months, to be complemented by the longer version, which would offer additional information about given CAM therapies.

Let’s begin with the longer form, which I picture as running in magazines and newspapers and on social media sites. (If resources allow, it would be well suited to radio and TV spots, too.) Each advertisement would consist of 5 parts:

- 1) Photograph and headline
- 2) Short anecdote from a real person who’s had success with a complementary or alternative therapy
- 3) Factoid supporting the value of the treatment
- 4) Link to [organization] along with a QR code
- 5) Tagline.

Photo and Headline

Just as in the “Pass It On” ad pictured on page 1, each installment in the campaign would literally picture a real person whose use of a CAM therapy had improved his/her life. The person’s name would be presented with the photograph. A compelling, pithy headline would run alongside, expressing how the therapy’s use had been successful. In the example I’ll use here, it would be “For \$70, acupuncture turned my breech baby.”

Personal Vignette

Supporting the photo and headline, each ad would present a short (no more than two-sentence) elaboration. Example: “Denise Wilson’s son was in a breech position three weeks before her due date. Though her doctor scheduled her for a C-section, Denise found an acupuncturist who – with one treatment – succeeded in turning the baby. Her family’s out of pocket cost: \$70.”

Relevant Factoid

Below the vignette would appear a short fact, such as: “For thousands of years, acupuncture has been known to safely turn babies from a breech position.” This would be followed by a more general statement, such as “Acupuncture offers many other great health benefits at low cost. Want to know more?”

Link to [Organization]

A link to the [organization’s] website would appear, with the Web page specially designed to harmonize with the ad. The link, for example, would present as [example link here] ...and the Web page would offer a user-friendly overview of the evidence for some of the many benefits acupuncture is known to confer.

For the sake of continuity, the woman's face from the ad would appear along with the headline "Acupuncture's many documented benefits." The first example given would relate to babies in a breech position; evidence would be summed up from reputable studies cited on Medline or by NCCAM. Links to those studies would also be provided.

A QR code would also appear in the ad, enabling smart phone users to go to the [client's] website immediately.

Tagline

Just as the "Pass It On" campaign revolved around a tagline of that name ("Honesty – Pass It On," "Gratitude – Pass It On," "Persistence – Pass It On," etc.), this campaign would reinforce awareness of the benefits of CAM through a consistent phrase. CAM ought to be the identifier (versus "integrative medicine" or "alternative medicine") since it is very short and can be apprehended in a glance. The rest of the tagline would associate CAM with a phrase intended to both express a core asset of integrative medicine *and* elicit excitement. I offer the following candidates:

"CAM...Low Cost, Low Risk Healing"

"CAM...It's Natural Medicine"

"CAM...It's for Every Body"

"CAM...Medicine for the Whole You"

"CAM...Speeding Healing"

"CAM...Costs You Less, Heals You More"

"CAM...The Healing Power of Body/Mind"

"CAM...The Healing Power of You"

"CAM...Effective Healing at Lower Cost"

"CAM...Healing Power that Works"

You and your colleagues at [client] would choose one you like best – or something else.

Short Version of Ad

The advertisement that would actually lead the campaign would be more concise. It would consist of a photo (and name) of the individual being featured...a headline (in this case, "For \$70, acupuncture turned my breech baby")...the campaign's tagline...and the [client's] website address. This compact form of the ad would be ideal for billboards, kiosks, and Web banners.

Connection with [Organization's] Mission and Strategic Plan

From what you described, such an ad campaign would meet the [organization's] goals by:

- Literally putting a face on the various types of integrative medicine

- Presenting a core message about their overall benefit (low cost, low risk, natural, holistic)
- Extending favorable perceptions of CAM through personal vignettes while avoiding broad-brush claims of effectiveness in all cases and for all conditions
- Translating academic research into applicable knowledge
- Partnering with interested organizations (in this case, perhaps the American Academy of Medical Acupuncture, the American Association of Oriental Medicine, the American Organization for Bodywork Therapies of Asia, or the Society for Acupuncture Research – any of which could defray the cost of this particular series of ads).

This campaign, using billboards on buses and trains, in airports and shopping centers, and through advertisements in magazines and newspapers and on Web banners and social media sites, would reach the public *and* serve as an entrée with policymakers to support the [major client initiative] and other [client] efforts intended to establish integrative medicine as a vital, viable part of our evolving health care system.

My Background and Ability to Support

Over 25 years, through dedicated work with associations and the Federal government, I have created and implemented campaigns designed to reach policymakers and the general public. My special focus has been on the indoor environment, promoting healthy buildings and the steps needed to attain them.

A recent example is my support of the US Environmental Protection Agency's efforts to convey the importance of testing homes for radon. I guided the rewrite of *A Citizen's Guide to Radon: Protecting Yourself and Your Family* and provided input to the agency on its public awareness campaign connecting radon protection with "living green."



My credentials also include a good deal of experience working with the media, as indicated by a story in the current issue of *Psychology Today*. Entitled "Sense and Sensitivity" (pp. 72-29), its genesis was a presentation I gave a year ago at the annual meeting of the American Psychological Association. My perspicacity in working with the media – indeed, in every endeavor I undertake – is evidenced by my steady correspondence with the magazine's news editor for 4 months after she attended my talk.

I provided a good deal of information, answered her many questions, and suggested other sources for her to speak with (all of whom were eventually cited in her article). This ability to cultivate worthwhile media attention – patiently and persistently – is a hallmark I could offer the [organization].

I could suggest still other ideas for strategies and tactics you might consider that would advance the organization's goal of making integrative medicine an ever more viable option for America's health care consumers and an ever more appealing one for policymakers.

As [client] completes work on its next strategic plan, I welcome the opportunity to contribute. In the meantime, I would be pleased to discuss any of the particulars with you.

Thank you very much.

Sincerely,

Michael A. Jawer

Principal

www.revstrategies.com

address: 8624 McHenry Street, Vienna, VA 22180

phone: 571-970-7824 | e-mail: mike@revstrategies.com