

The **10 Commandments** of Public-Education Initiatives

PHARMACEUTICAL COMPANIES HAVE MADE GREAT STRIDES IN THE AREA OF RESEARCH AND PUBLIC EDUCATION FOR MANY YEARS. RELATIONSHIPS WITH NON-PROFITS ARE IMPORTANT, AND THEY ARE OFTEN A REQUIREMENT FOR CREDIBILITY. WHEN WORKING WITH NONPROFITS, PHARMACEUTICAL COMPANIES THAT ADHERE TO THESE 10 COMMANDMENTS WILL FIND THAT THEIR PARTNERSHIPS ARE MORE MEANINGFUL AND FULFILLING.

Common to many nonprofits is the development of national public-education initiatives or campaigns to enhance awareness about particular health issues. Often, these campaigns are supported by educational grants from pharmaceutical companies. Partnerships with nonprofits are important to pharmaceutical companies for many reasons, including providing “third-party credibility” and access to target audiences. Having worked on a number of such programs and having observed the work of others, it has become clear that there are essential components for making campaigns successful.

The National Women's Health Resource Center



Being attentive to these Ten Commandments will enhance the likelihood of having a successful campaign.

Inc. has identified the Ten Commandments of Public-Education Initiatives. Being attentive to these Ten Commandments by both the nonprofit and pharmaceutical company will enhance the likelihood of having a successful campaign.

FIRST COMMANDMENT

Identify the Right Nonprofit Partner

- The right nonprofit partner should be one that:
- Has credibility, so that consumers/professionals will listen
 - Provides a balanced approach to the subject and offers objectivity
 - Has a track record of successful campaigns and programs
 - Has proven positive relations with pharmaceutical companies
 - Can offer an integrated approach to programs
 - Is easy to work with; makes decisions quickly; works efficiently

SECOND COMMANDMENT

Identify Goals and Build the Partnership

While the specific goals of the nonprofit and pharmaceutical company may differ, the end goal of the campaign should be the same — education. Identify goals of the program early on — from both the nonprofit's and pharmaceutical's perspective, as well as the key educational messages to be delivered. Commit to working together to develop and implement the most



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effective campaign strategies, within the parameters of government and the pharmaceutical's medical/legal guidelines. Agency involvement can help facilitate discussions between the nonprofit and pharmaceutical, as well as help position the relationship and campaign within the context of broader goals.

THIRD COMMANDMENT

Think Strategically

Develop a multifaceted campaign that incorporates offline and online strategies to reach goals. Be creative; think out-of-the-box to achieve goals and differentiate your organization from others. Don't just focus on the disease or condition — talk about prevention and lifestyle. Incorporate strategies to empower consumers to take charge of their health and engage in dialogue with their healthcare professionals.

FOURTH COMMANDMENT

Target Audience and Distribution

One of the key areas to discuss early on is the target audience — who should the educational message reach? Be as specific as possible and identify priorities for each segment of the audience, including:

- Consumers; professionals (physicians, nurse professionals, physician assistants, pharmacists)
- Women; men; adolescents

- Ages
- Minority groups or special populations
- Those with particular health concerns
- People who speak different languages
- Professional specialties and groups

Nonprofits can bring to the table wide distribution vehicles for the campaign — through its membership, subscription base, work with other nonprofits such as associations, hospitals, women's centers and academic institutions, the media, and Internet relationships. Pharmaceutical companies also should think creatively about how they can assist with spreading the word — perhaps through their salesforce or through relationships with other nonprofits.

Pharmaceutical companies should promote the work with nonprofits internally with their employee base. Too often, staff is the last to know about the great work being done by their employer.

FIFTH COMMANDMENT

Media Involvement

Don't ignore the value of media outreach and

the role media can play in spreading educational messages. The key, and often the challenge, is to create that "media hook" to garner interest. Some additional points:

- The nonprofit partner should have significant experience working with the media, and should be able to provide experts and spokespersons.
- An agency involved with the campaign should have an excellent track record of generating media attention through creativity and outreach.
- Media training should always be included, no matter how much experience the nonprofit partner, celebrity, or medical spokespersons bring to the table. Media training can help hone in on the succinct messages to be delivered.

SIXTH COMMANDMENT

Celebrity Involvement

Does the campaign's success depend on having celebrity involvement? Absolutely not. Can it help?

Absolutely, if the right celebrity is selected and the right messages are delivered.

Finding a celebrity with whom consumers can relate is key. The celebrity will do best if he or she has the particular disease or condition that is the subject of the campaign.

The celebrity must be trained to talk generically about the subject and treatment options and not to promote the pharmaceutical company's drug. In this regard, media training is key.

Absent celebrity involvement, or in addition to celebrity involvement, a spokesperson affiliated with the nonprofit organization should be able to effectively deliver messages on behalf of the campaign.

SEVENTH COMMANDMENT

Medical Expertise

No matter what the subject of the campaign, it is important to have medical expertise, and ideally, a medical spokesperson involved with the campaign. The medical spokesperson provides enormous credibility and can respond to the medical and scientific questions posed by the media.

EIGHTH COMMANDMENT

Coalitions

The development and implementation of coalitions — groups of consumer and/or professional organizations — that work to meet the education and distribution needs of the campaign sometimes works and sometimes doesn't work.

When considering coalitions, the pharmaceutical company and the nonprofit organization need to remember:

- Individual organizations will have their own agendas. How will these be managed?
- Is a coalition necessary, or can the program be effectively implemented by one, or just a few, organizations?
- Should a coalition be desired, identify a lead

organization to run the coalition and direct activities.

- Support distribution efforts on behalf of individual organizations. Distribution can often be expensive propositions for nonprofits.

NINTH COMMANDMENT

Evaluation

At the same time that goals are developed for the campaign, strategies for measuring and evaluating success should be identified. While bottom-line goals of the pharmaceutical company and nonprofit may differ, the two should be able to reach common ground on measurement of program success.

TENTH COMMANDMENT

Sustainability

The best campaigns are those that:

- Are implemented over an extended period of time. A launch event should not be seen as the focus of the campaign, but just the beginning of a stream of activities over a period of time.
- Have sufficient budgets to promote and market the campaign effectively.
- Provide an integrated approach to delivering information.
- Are creative, unique, and meet a health need.

PharmaVoice welcomes comments about this article. E-mail us at feedback@pharmavoices.com.

PUTTING THE COMMANDMENTS INTO PRACTICE

COMMANDMENT 1

Identify Partners

- National Women's Health Resource Center and pharmaceutical company public education initiative

COMMANDMENT 2

Identify Goals

- Qualitative goals — Create focus on lifestyle and healthy behaviors to help prevent heart disease — the No. 1 killer of women.
- Quantitative goals — 100 million media impressions; 500 consumers completing online survey; 50,000 distribution of print guide; 10 community events with 100 participants each.

COMMANDMENT 3

Identify Strategic Focus

- Heart Health and Women — Focus on heart health by life stage, with emphasis on lifestyle and wellness

COMMANDMENT 4

Target Audience and Distribution

- Consumers — women between the ages of 20 and 65.
- Healthcare professionals and nurses (providing information for them to distribute to their patients)

COMMANDMENT 5

Media Involvement

Media Program Elements

- Satellite media tour with celebrity and medical spokespersons

- Press release for local and regional newspapers
- Television and radio public service announcements directing women to toll-free telephone number and Website to get free guide
- Media launch event (breakfast) to showcase survey results, discuss importance of a healthy lifestyle to prevent heart disease

Panel of speakers

- President/CEO of nonprofit organization, medical spokesperson, celebrity spokesperson, patient
- **Print**
- Heart Health for Women (comprehensive guide about heart health with focus on healthy lifestyle)
- Simple list of health tips to keep your heart healthy
- Print insert for major nursing publisher
- Print insert for major women's magazine
- **Online**
- Consumer survey to gauge what American women are doing in their lives to keep their hearts healthy.
- Development of comprehensive content for Website

COMMANDMENT 6

Celebrity Involvement

- Prominent female sports figure to raise awareness about importance of a healthy lifestyle at all ages.

COMMANDMENT 7

Medical Expertise

- Female Cardiologist

COMMANDMENT 8

Identify Coalition

Community

- Regional city events inviting women to speak with medical and celebrity spokespersons about heart health

- Invite local media

Distribution of Print Guide

- Nonprofit constituency, members, chapters
- Nonprofit partners — other nonprofits, associations, hospitals, women's centers, Internet partners
- Nonprofit community events and conferences
- Sponsor — salesforce
- Sponsor — exhibit booths at conferences

COMMANDMENT 9

Evaluation

Quantitative Goals Achieved at Conclusion of Phase I of Program

- 175 million media impressions (television, media, print)
- 1,200 women completing online survey
- 65,000 print guides distributed
- 10 community events with average of between 100 and 200 at each event

COMMANDMENT 10

Sustainability

- Nonprofit and pharmaceutical company to identify subsequent phases for the public-education initiative based on mutually identified goals
- Evaluation process of Phase I to determine subsequent activities