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Project Posted on Friday, April 20, 2007
Please Request Interest by Monday April 30, 2007

Spanish Catholic Center – Small Marketing Project

If interested, please contact Jessica Abeita at Jessica.Abeita@preventcancer.org or at 703/837-3682.

Goal for Marketing Plan Development

- Dramatically increase clients requesting services from Spanish Catholic Preventorium Project

Background on *Spanish Catholic Preventorium Demonstration Project*

- In 2005, the Cancer Research and Prevention Foundation (CRPF) funded a demonstration project for a *Cancer Preventorium*, a comprehensive preventive health services program for the Hispanic community at Spanish Catholic in the Mount Pleasant neighborhood in Northwest Washington D.C.
- The original *Preventorium* was established by CRPF board member Dr. Elmer Huerta in 1994 at the Washington Hospital Center and successfully reaches an underserved population that faces many barriers to health care.
- Services provided to participants include breast, cervical and colorectal cancer screening, diabetes testing, immunizations, and tobacco cessation interventions. Follow-up care for abnormal test results is provided to all participants, regardless of ability to pay.

Why Marketing Plan is Need

- Only 75 people have come in over a 1.5 year period
- This is contrast to Washington Hospital Center's Preventorium operating at capacity
- CRPF (lead funder) needs to justify current budget expenditures to a program that is struggling to draw clients (i.e. funding could be pulled if program does not demonstrate successful outreach)

Budget for Marketing

- \$3,000 (includes plan development and multimedia materials development)

Timeline for Project

- Creation and approval of marketing plan: June 15, 2007 (negotiable deadline)
- Implementation of marketing plan: June 31, 2007 (negotiable deadline)

Deliverables

- Marketing plan (includes evaluation)
- Collateral materials (Spanish language): flyers, radio announcements, template newspaper article
- Plan for documentation of outreach activities

Current clinic hours:

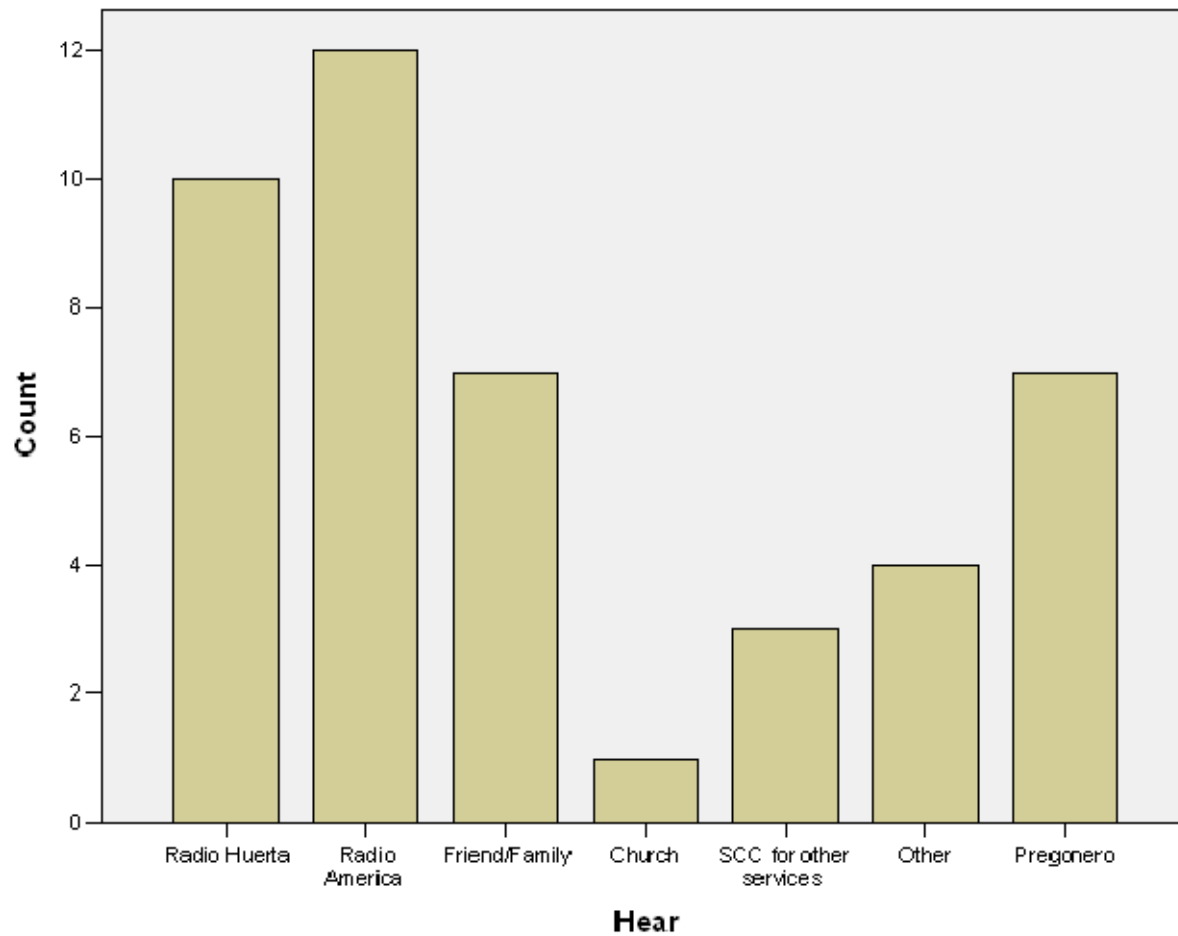
- Weekend session/1X a month
- Recently added a Tuesday morning session/1X a month

Preventorium Lead Contact:

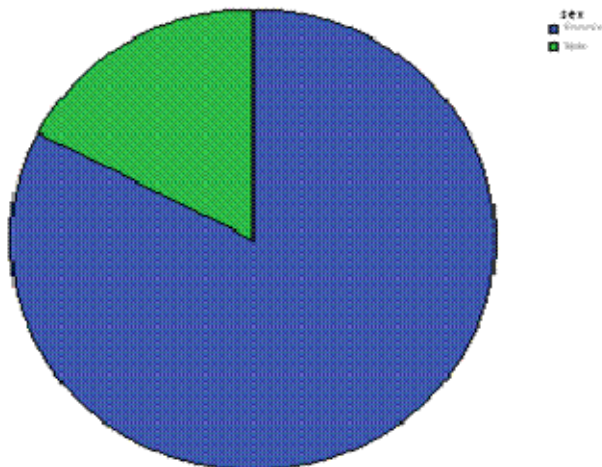
- Anna Maria Izquierdo-Porrera MD, 1618 Monroe St NW, Washington DC 20010, Phone 202 939 2412, Fax 202 232 1970

Top media outlets (see chart below):

- Radio America
- Elmer Huerto's radio program
- *Pregonero* newspaper



Current gender of clients (predominately female):



Current flyer will be provided to interested individuals to provide an idea of current marketing strategies.

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