



SECTION V

Marketing Your
HPPAE

Bringing Key Stakeholders On Board

Getting an HPPAE off the ground and running—and sustaining it—requires bringing a number of key stakeholders to the table from both the university and the community. They are:

- Faculty
- Field Directors
- College Administrators (Presidents and Deans)
- Field Instructors and Community Partners
- Students

Note: Another important audience for the success of the HPPAE, of course, is funders. You can learn how to appeal to them in Section 4 of this guide titled Sustaining Your HPPAE.

Bringing these stakeholder groups on board requires effective communication. When we talk to people about a new idea, they don't come to us with a blank slate. They process everything they hear through the filter of our own worldviews, experiences, and values. As communicators of the HPPAE, it's our job to understand what makes our target audiences tick, from what motivates them to get up in the morning, to what keeps them up at night.

Five Core Messages

In this section, we will introduce you to the HPPAE Message Platform, which is made up of the five essential messages that each of your target audiences should know about the HPPAE. Then we will match more customized messages to appeal to each of the five stakeholder groups.

The HPPAE Message Platform: Five Core Messages

Message 1

An unprecedented number of Americans are growing older and living longer. This demographic shift is triggering rising demand for social workers trained in aging care and services. But these social work specialists are in short supply. (demand)

Supporting Stats:

- One in five Americans will be 65 or older by 2030.
- The nation will require 70,000 social workers who specialize in aging by 2020, yet fewer than 3 percent of social work students today are specializing in this area (The National Institute of Aging).

Message 2

The HPPAE initiative is recruiting and training the next generation of social workers who specialize in aging by transforming how geriatric education is taught at Masters of Social Work programs nationwide. Developing an HPPAE at your school and in your community will establish you as a leader in the emerging field of aging and social work. (leadership)

Message 3

The HPPAE is a nationally recognized model. It has been tested and proven to be effective at recruiting and training students in aging who have gone onto careers in the field of aging. (proven and tested)

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Supporting Stats:

- Nearly 80 percent of graduates have gone onto careers in aging-care field.
- HPPAEs nationwide have trained more than 1,195 graduates as of 2008.
- About one-third of all MSW programs have established HPPAEs (72 programs in 33 states).

Message 4

The HPPAE is driven by innovative partnerships between universities and community-based agencies so class time and fieldwork provide students with wide-ranging, hands-on experience in older adult care and services. (partnership feature)

Message 5

At the heart of the HPPAE is a unique fieldwork model that rotates students through multiple agencies so they gain a broader view of older adult care, and a more sophisticated understanding of the services and support systems involved. (rotational feature)

Making Your Message “Stick”

It's one thing to know what your messages are. It's another thing to make them stick in the minds of your target audiences. Below are a few good rules of thumb:

- **Be consistent, and repeat:**
Professional communicators will often talk about the virtues of “staying on message.” This means that, across every platform—whether it's a PowerPoint, your Web site, or a recruitment talk you have with

first-year students—you consistently hammer home the same core messages.

- **Tell stories:**

There's a famous adage in public speaking: “In a two-hour presentation, people remember a two-minute story.” That's because human beings are hardwired to retain information better if it is wrapped in a narrative. In the case of the HPPAE, this could mean underscoring a point with an anecdote about a particular student's rotation or a “skeptical” faculty member who came around to the HPPAE after taking part in it.

- **Keep it jargon-free:**

Use plain, descriptive language, particularly when talking with new students and audiences who may not be as imbedded in the field as you are. While there will be instances when using more technical terms makes sense, the discipline of keeping your language jargon-free (say, at the level of a typical Newsweek article) is a good communications practice. It will help keep you from “talking shop,” so to speak, and remind you to hit the big themes and principles that you want people to keep in mind.

Messaging to Target Audiences

Below is a brief, general profile of each of your target audiences, along with key talking points matched to each of the five essential marketing messages for the HPPAE.

Faculty Members

Profile of a Faculty Member:

- Wants students to be engaged in class and to succeed after graduation
- Became a professor in part to be a mentor and role model
- Has his or her own research interests; concerned about getting tenure
- Feels overstretched by teaching load and serving on committees

Key Messages:

1. The growing older population in the U.S. is increasing demand for social workers who specialize in aging care and services. (demand)

Supporting Messages:

- As educators, faculties have the professional responsibility to educate and train the next generation of social workers to support aging populations.
 - It is part of the mission of social work professionals to serve underprivileged populations. Because of their unique role as teachers and mentors, faculties are in a powerful position to encourage more professionals to enter the field and meet this need.
 - An important part of this work involves helping to transform perceptions about working with older adults by sharing our own wisdom and experience.
2. Developing an HPPAE will establish you as leader in the field of aging and social work. (leadership)

Supporting Messages:

- Aging is a challenging, complex, yet relatively understudied field that is likely to generate a great deal of policy and scholarly interest given the demographic shift of the country.
 - The HPPAE is a clinically rigorous program with content that connects easily to policy, human behavior in the social environment, research, and the field.
 - The HPPAE's early success and its openness to adaptation by those who choose to adopt it make it an effective tool to share and improve teaching practices.
 - The HPPAE may provide opportunities for new research directions or professional collaborations.
3. The HPPAE is effectively training the next generation of social workers in the aging-care field. (proven and tested)

Supporting Messages:

- The HPPAE is on the forefront of a growing movement to reenvision how aging care is taught at graduate social work programs nationwide. It opens students' eyes to the richness of the field and gives them both a solid theoretical and practical foundation for future careers.
 - The HPPAE has been rigorously tested and refined through numerous demonstration projects and is now active in 39 percent of all MSW programs across the country.
4. The HPPAE is driven by innovative partnerships between universities and community-based agencies. (partnership feature)

Supporting Messages:

- As a member of this partnership, you will be instrumental in developing a curriculum that blends the rigor of classroom learning with hands-on, up-to-date learning from agency-based fieldwork.
 - By working more closely with agency staff, you will be able to infuse and relate your own teaching with trends and changes in the field in “real time.”
 - The HPPAE will help elevate aging care within the social work field as a critical area for both growth and innovation.
 - You will not have to reinvent the wheel to start an HPPAE. Most schools build upon their existing programs and from faculty experience. You will also have a national network of peer HPPAE leaders from which to draw.
5. At the heart of the HPPAE is a “rotational” approach to field education that places students in multiple agency settings. (rotational feature)

Supporting Messages:

- Your students will be able to connect and apply what they’re learning in the classroom to what they’re learning in the field along a continuum of care.
- You will gain a new, active partner in teaching through the field instructor who can help share responsibilities and identify students’ learning needs and gaps.
- The majority of students identified rotations as the major draw for their decision to take part in the HPPAE.

“It is a beautiful thing to witness so many students—even those who may have just been curious when they entered our program—become committed to work with older people. As students develop into competent leaders in the field of gerontological social work, they become stronger in their efforts to advocate and serve, and are determined to be involved with many area professionals to gain additional knowledge of resources.

The HPPAE has provided an extra connecting bridge for service providers with academia. Sharing resources and challenges has proven helpful time and time again.”

—Noell Rowan, Assistant Research Professor, Co-Director BSW Program, Co-Director MSSW Gerontology Program, University of Louisville, Kent School of Social Work

Field Directors

Profile of a Field Director:

- Likely to be a social worker and a faculty member
- Dedicated to social work education and specifically to the students
- Feels overburdened by paperwork, management, and bureaucracy
- Proud of the achievements of his or her department, but also eager to elevate its reputation and prestige, as well as the role of the field director

Key Messages:

1. The growing older population in the U.S. is increasing demand for social workers who specialize in aging care and services. (demand)

Supporting Messages:

- As educators, you have a professional responsibility to teach and train the next generation of social workers to provide support for aging populations.
 - As administrators of the field education component of social work, you have considerable influence and power to encourage and train more professionals to enter the field.
2. The HPPAE is effectively training the next generation of social workers in the aging-care field. (proven and tested)

Supporting Messages:

- The HPPAE is on the forefront of a growing movement to reenvision how aging care is taught at graduate social work programs nationwide.
 - The HPPAE has been rigorously tested and refined through numerous demonstration projects and is now active in 39 percent of all MSW programs across the country.
 - The HPPAE has a proven track record of recruiting students and faculty.
 - Nearly 80 percent of HPPAE graduates have gone onto careers in the aging-care field.
3. The HPPAE is driven by innovative partnerships between universities and community-based agencies. (partnership feature)

Supporting Messages:

- The HPPAE will strengthen your graduate field education programs in aging by updating curriculum based on real-world experiences.

- While the HPPAE has core components that make up the model, it was designed for schools and communities to shape and adapt for their unique needs.
 - You will not have to reinvent the wheel to start an HPPAE. Most schools build on their existing programs. You will also have a national network of peer HPPAE leaders from which to draw.
 - Being part of the HPPAE will help your school forge stronger ties with the community and build new relationships with community-based organizations. HPPAE schools have increased the number of field sites by an average of 18 percent over the first year of their program.
4. At the heart of the HPPAE is a “rotational” approach to field education that places students in multiple agency settings. (rotational feature)

Supporting Messages:

- The rotational model is unique among other field education programs, which makes it a compelling feature for recruiting students and attracting funding. The majority of HPPAE students identified rotations as the major draw for their decision to take part in the program.
- The rotational model can help you make the case for field education as the signature pedagogy of CSWE’s new accreditation standards.
- In evaluations, the rotational model has earned positive reviews from both faculty and students. Students in particular credit their rotations for transforming their preconceived notions of working with older adults and for solidifying their commitment to working with this population.

“Our HPPAE helped create a professional and social network of social workers and other professionals who work in an array of services on behalf of our aging population...this isn't one of the stated outcomes of the HPPAE, but I think it is important that we have created this benefit for our professional social workers.”

—Rebecca Brigham, Director of Field Education,
University of North Carolina at Chapel Hill

College Administrators

Profile of a College Dean:

- Is also often a certified social worker and professor
- Proud of the achievements of his or her department, but also eager to elevate its reputation and prestige
- Strongly believes her department is unique among peers
- Concerned about fund-raising and being fiscally responsible
- Accomplished graduating classes who will then become illustrious alumni and potential donors

Key Messages:

1. The growing older population in the U.S. is increasing demand for social workers who specialize in aging care and services. (demand)

Supporting Messages:

- As educators, you have a professional responsibility to educate and train the next generation of social workers to provide support for aging populations.

- As administrators, you have considerable influence and power to encourage and train more professionals to enter the field.
2. Developing an HPPAE at your school will establish you as a leader in the field of aging and social work. (leadership)

Supporting Messages:

- A quarter of all graduate schools of social work currently do not offer courses in aging. By adopting an HPPAE, your school will be a forward-looking leader in this critical field of practice.
 - Your school can help advance the entire field of social work by normalizing the HPPAE rotational model as part of any MSW program.
 - The HPPAE helps your university fulfill its mission as well as the mission of social work by addressing the community need for aging care and educating students to meet this need.
3. The HPPAE is effectively training the next generation of social workers in the aging-care field. (proven and tested)

Supporting Messages:

- The HPPAE is on the forefront of a growing movement to envision how aging care is taught at graduate social work programs nationwide.
- The HPPAE has been rigorously tested and refined through numerous demonstration projects and is now active in 39 percent of all MSW programs across the country.
- The HPPAE has a proven track record of recruiting students and faculty.

- Nearly 80 percent of HPPAE graduates have gone onto careers in the aging-care field.

The HPPAE is driven by innovative partnerships between universities and community-based agencies. (partnership feature)

Supporting Messages:

- The HPPAE will strengthen your graduate field education programs in aging by updating curriculum based on real-world experiences.
 - While the HPPAE has core components that make up the model, it was designed for schools to shape and adapt it for the unique needs of their school and community.
 - You will not have to reinvent the wheel to start an HPPAE. Most schools build upon their existing programs. You will also have a national network of peer HPPAE leaders from which to draw.
 - Being part of the HPPAE will help your school forge stronger ties with the community and build new relationships with community-based organizations. HPPAE schools have increased the number of field sites by an average of 18 percent over the first year of their program.
4. At the heart of the HPPAE is a “rotational” approach to field education that places students in multiple agency settings. (rotational feature)

Supporting Messages:

- The rotational model is unique among other field education programs, which makes it a compelling feature for recruiting students and attracting

funding. The majority of students identified rotations as the major draw for their decision to take part in the HPPAE.

- In evaluations, the rotational model has earned positive reviews from both faculty and students. Students in particular credit their rotations for transforming their preconceived notions of working with older adults and for solidifying their commitment to working with this population.

Field Site Staff and Community Agency Partners

Profile of a Field Instructor:

- Motivated to raise the professionalism of the field
- Proud of his or her ability to multitask and problem solve at the nexus of classroom and practice
- Feels overburdened by paperwork, management, and bureaucracy
- Can be critical of academia when it does not reflect current, on-the-ground realities in aging care, which filters down to the knowledge and skills level of the students and graduates
- Concerned about the shortage of qualified social workers

Key Messages:

1. The growing older population in the U.S. is increasing demand for social workers who specialize in aging care and services. (demand)

Supporting Messages:

- Field instructors and agency staff have a frontline perspective on the acute demand for more social workers in aging.

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- As social work professionals, it is part of your mission to administer to underserved and vulnerable populations.
 - It is important that you leverage your wisdom and experience to train to the next generation of social workers.
2. Developing an HPPAE at your school will establish you as a leader in the field of aging and social work. (leadership)

Supporting Messages:

- Becoming an HPPAE partner will offer professional development opportunities and help position you as a community innovator in geriatric care.
 - The HPPAE is unique among field education programs for elevating the role of the field instructor as a critical linchpin in the program and students' success, including acting as mentors for students.
 - For field instructors: You will be challenged with new opportunities, including teaching as either a guest lecturer or an adjunct instructor for aging courses.
 - The HPPAE will connect you to a network of more than 520 field agencies across the country committed to sharing best practices and training the next generation of aging-care social workers.
3. The HPPAE is effectively training the next generation of social workers in the aging-care field. (proven and tested)

Supporting Messages:

- The HPPAE is on the forefront of a growing movement to envision how aging care is taught at graduate social work programs nationwide so clients receive better quality and better coordinated care.

- The HPPAE has been rigorously tested and refined through numerous demonstration projects and is now active in 39 percent of all MSW programs across the country.
 - Nearly 80 percent of HPPAE graduates have gone on to careers in the aging-care field.
 - Your clients will benefit from having highly trained graduate students working for them in the short and long term and experience-improved services and coordinated care.
 - Your agency will have a larger pool of qualified applicants to fill positions in your agencies.
4. The HPPAE is driven by innovative partnerships between universities and community-based agencies. (partnership feature)

Supporting Messages:

- This is a true partnership in which both academic and practitioner professionals develop the curriculum together and collaborate as teachers.
 - Becoming an HPPAE partner will provide you and your staff with mutual learning opportunities and build and strengthen relations with local university and college social work programs, which may lead to other collaborations and funding opportunities.
 - You and your agency will have more input in linking field instruction with the course work students receive in the classroom, which means having more input in how social worker students are trained and prepared for the rigors of the profession.
5. At the heart of the HPPAE is a "rotational" approach to field education that places students in multiple agency settings. (rotational feature)

Supporting Messages:

- Because you will have been a part of creating the HPPAE curriculum, the HPPAE graduate students who intern with you will be more knowledgeable and qualified in meeting the needs and realities of the local community or region you serve.
- The rotational model gives your agency more exposure among graduate students and vice versa, which will be useful when you need to hire.
- While students may spend a shorter time with you than in traditional rotations, they will bring to the table more well-rounded views and perspectives of the health-care systems.

Students

Profile of a Student:

- Had a close relationship with a grandparent
- Motivated to devote his or her career to helping others
- Looking for a challenging educational experience that will provide hands-on skills and insight into a potential career
- Willing to take a risk outside his or her comfort zone
- Is carrying undergraduate debt and is eager to land a job upon graduation

Key Messages:

1. The growing older population in the U.S. is increasing demand for social workers who specialize in aging care and services. (demand)

Supporting Messages:

- Aging care is a dynamic and growing practice area in social work that is being reenvisioned by leading thinkers and experts in the field—and it is open to new leaders and innovators.
- The high demand makes it more likely that you will be able to secure a good job upon graduation.
- Aging care is often unfairly overlooked as a practice area because of narrow public perception of older adults. You can help change that.

The HPPAE is effectively training the next generation of social workers in the aging-care field. (proven and tested)

Supporting Messages:

- The HPPAE is a nationally recognized program that is attracting top students and faculty to the field.
 - HPPAE students who took part in an evaluation of the program overwhelmingly reported high satisfaction with their education and said they would recommend it to others.
 - Forty-five percent of HPPAE graduates now work for an agency where they had completed an internship as part of the program rotation.
2. At the heart of the HPPAE is a “rotational” approach to field education that places students in multiple agency settings. (rotational feature)

Supporting Messages:

- The majority of students identified rotations as the major draw for their decision to take part in the HPPAE.
- Unlike traditional field education programs, you will rotate through multiple agencies during the year.

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These agencies have been carefully selected to give you a rich learning experience with older adults along a continuum of care.

- The rotations are intensive, immersive, and sometimes exhilarating working environments where you will be challenged to think on your feet and apply your training to real-world situations.
 - The HPPAE rotations will give you the chance to “preview” different types of settings so you can get a better sense of the right fit for you when you are job-hunting.
 - The HPPAE will give you a leg up in your job search because you will have richer depth of field experience from which to draw, a strength that prospective employers value.
 - The HPPAE rotations will also serve you on the job as you adjust to different agency realities and clients at different stages of their lives.
3. The HPPAE is driven by innovative partnerships between universities and community-based agencies. (partnership feature)

Supporting Messages:

- Because the school and agencies are working together closely, you will benefit from a unique curriculum that integrates rigorous academic learning with real-world exposure to a broad range of older adult-care issues.
- You will benefit from close mentoring by your field instructor, who will oversee your rotations.
- You will also take part in a special seminar series where you can troubleshoot issues that may arise during your rotation placement and learn from guest speakers in the field.

4. Graduating from the HPPAE will establish you as a leader in the fields of aging and social work. (leadership)

Supporting Messages:

- The HPPAE will provide you with a broader and richer understanding of the health-care system as a whole, which will give you the perspective to be a leader in addressing quality of care at multiple levels.
- The HPPAE will enable you to build a portfolio demonstrating your competencies that can be shared with employers. You will also have opportunities to make presentations to community groups and attend conferences.
- As an HPPAE graduate, you will be connected a growing network of more than 600 peer HPPAE leaders in the fields of aging and social work, which can lead to future jobs or other leadership opportunities.

Additional Message:

Students are not likely to sign up solely because you are offering a stipend, but financial support can provide the necessary “tipping point” for those who are on the fence. Also check to see if your state offers “loan forgiveness” for students who specialize in aging—another selling point.

“The rotations have given me opportunities that I really do not expect I will ever see again. How often do you have the chance to get a full tour of a super-max-security prison? How many times will I be working with adult protective services and an investigator, trying to track down someone in sub-zero weather? How many times will I visit a Vet center and see the great work it is doing for our damaged and forgotten military? How many times will I be able to spend a full day in the only geriatric psychiatric agency in the state? Education at its best.”

—Ken Gates, HPPAE Graduate, University of Maine, School of Social Work

Supporting Facts

Below are additional statistics and arguments to help you make the case for the HPPAE to funders, university decision-makers, and others. Please also visit the “Making the Case” section [[HPPAE Web site here](#)].

Demographic Trends

- **Americans are getting older.**
By 2030, one in five Americans will be 65 or older. By 2050, there will be roughly five times as many Americans age 85 or older than there are today.
- **Americans are living longer.**
Thanks to important advances in medicine over the past century, many older adults are experiencing better health and adopting healthier lifestyles, which are prolonging their longevity.

- **Long-term care is evolving.**

As adults age and live to be 85 and older, they are confronted by many challenges to their physical and cognitive functioning, and thrust into a new world of social supports and resources that they must learn to navigate. Chronic disease and disability now replace acute illness as the most common types of health problems for older adults, requiring long-term collaborative management by health-care professionals, patients, and families. At the same time, the service system has become increasingly complex and fragmented. Many older adults and their families struggle to navigate the system to access the services they need.

Why We Need More Social Workers Trained in Aging Care

The rising number of older adults is spurring an urgent demand for skilled, competent geriatric care professionals at every level. At the center of this hub are social workers, who are uniquely trained to make a 360-degree assessment of their clients, from their social support system and community environment to their psychological and medical needs. This makes social workers qualified to help older adults and their caregivers:

- Navigate the increasingly complex maze of health and social services
- Coordinate care by identifying and finding the right level of support, including case management, information and referral, mental and behavioral health counseling, and long-term care planning
- Relieve depression and stress

- Increase well-being and improve quality of life by strengthening support networks
- Delay or prevent nursing-home admissions and reduce health-care costs

Describing the Workforce Shortage

- Despite the growing need, social workers specializing in aging are in short supply.
- The National Institute of Aging estimates that 60,000 to 70,000 professionally trained social workers will be needed by 2020 to work with older populations. This represents an approximately 40 to 50 percent increase over the current workforce.
- Only 3 percent of graduate social work students (1,071) in 1996 specialized in aging or geriatric social work (Scharlach et. al, 2000).
- Only 10 percent of graduate social work students have taken an aging course (Damron-Rodriguez and Lubben, 1997).

Describing the Social Work Education Challenge

- Nearly 25 percent of all graduate social work programs do not offer any courses in aging (Damron-Rodriguez, Villa, Tseng, and Lubben, 1997).
- Only 39 percent of graduate social work programs offer specialized concentrations in aging or geriatric social work (Sharlach et al, 2000).
- 62 percent of professional social workers report that knowledge of aging is required in their professional work (Peterson and Wendt, 1990), yet only 10.5 percent identify aging as their primary or secondary field of practice (Gibelman and Schervish, 1994).

Marketing and Outreach

Venues

Below are prime venues to spread the word about your HPPAE and educate key audiences and the public about the importance of drawing more social workers to the aging-care field.

1. Professional Conferences

Conferences are arguably one of the most important venues for connecting with peers in your field. They are great places to share the HPPAE as a model for other schools and to grow the workforce of aging-care social workers. Identify opportunities to present information about the HPPAE either as part of a panel or in a more individualized format.

2. Media Relations

Your local media can be a powerful conduit for reaching and educating your community about the HPPAE and its goals. Below are some ideas for making news:

- **Beginning or end of school year:**
Whether you are welcoming a fresh crop of students or sending off graduating ones, the beginning and end of the school year are good opportunities to engage reporters about the HPPAE. Pitch how your school has developed special tactics to recruit students, discuss the rotational model at work, or talk about how your graduates are now entering the workforce at a time of high demand for their skills.

- **Research and special projects:**
Possible story ideas include students who may be working with a specific older population with unique needs, such as Hmong immigrants or former drug users. Students may also be working on research related to trends and issues like elder abuse.
- **Jobs and careers page:**
Many local dailies feature a weekly section or column on careers and jobs, including profiles of local professionals with information about how they got into their profession and what the job entails. These are great places to pitch a story about an HPPAE graduate who is now working in the field.
- **Rapid response:**
Write letters to the editor in response to stories about older adult care and their caregivers. Keep in mind that many people are not aware that social workers can help with many of the issues they're struggling with. You can make this point and segue into the need for more aging-care specialists in the field. The letters page is often one of the most read sections in the paper!

3. University and Trade Press

University publications can also be important for visibility and building support at your school. Stories in alumni newsletters can also help with fund-raising. Professional trade publications for social workers and other health-care professionals can help you educate this broader audience about the unique role that social workers fulfill as well as your school's leadership in growing the field.

Essential Collateral

Below are five essential collateral pieces to promote your HPPAE and five tips on how to make them as effective as possible.

Five Essential Collateral Pieces

1. Web Site:

Most HPPAEs have a "landing page" on their school's Web site that appears on the home page and leads to more information, including:

- An overview of the program with information about its origins, innovation, and successes
- Details on the rotational model and the university-community partnership
- Instructions on how to apply
- Testimonials from faculty, deans, students, and alumni

2. Brochure:

This can be a simple, folded, multi-panel piece with information relevant for a shelf life of at least one to two years to save on reprinting. Make your brochure available for download on your Web site

3. PowerPoint:

PowerPoint has become a must-have for presenting at conferences. To make yours stand apart from the pack, invest time in graphics.

4. Newsletters and University Publications:

A printed newsletter, a newsletter distributed via email, or both are great and timely ways to keep funders, alumni, and others abreast of new

developments at your HPPAE. Also seek opportunities for university-level exposure, such as getting a story about your HPPAE placed in a university magazine, alumni magazine, or other publication.

5. **Flyers:**

These are used primarily to promote on-campus speaking and recruitment events with HPPAE faculty, community agencies, students, and/or graduates. The best fliers catch your eye from a distance because they feature a thought-provoking headline—in a large font. Graphic images help, too.

Five Tips for Collateral Production

1. **Don't forget the "vision" thing.**

There are a lot of facts to communicate about the HPPAE, from stipends to seminars. But take the time to inspire people with the big picture as well: America's demographic sea change and the enormous difference social workers can make in people's lives.

2. **Include testimonials.**

Short quotes from students, graduates, faculties, and agency heads add credible and varied voices to your materials.

3. **Tell stories.**

There's an old adage in public speaking: "In a two-hour presentation, people remember at two-minute story." [NOTE: This example has already been used on page 47.] Use your newsletters and public speaking opportunities to present short anecdotes and case studies of how the HPPAE is making a difference in the lives of students, older people, and caregivers.

4. **Use images.**

Shoot for a mix of photos, such as:

- Active, older adults from different ethnic and cultural backgrounds
- Older adults with their extended families
- Older adults interacting with social workers

5. **Put yourself in your audience's shoes.**

Most people scan materials quickly. Incorporate bold headlines and bullet points liberally and use reader-friendly formats such as Frequently Asked Questions.

→ Go to the Marketing Section of www.hartfordpartnership.org:

- [Sample Web Sites](#)
- [Sample Brochures](#)
- [Sample Press Release](#)
- [Sample Newsletter and University Publication](#)
- [Sample Flyers](#)