Marketing & Public Relations Efforts 2015

Marketing Materials

CSF has created a number of materials to help promote the VPEP program within the hospital setting. All materials are available from the CSF office via email or supply requisition. You can also download supplies via our website at www.vapaternity.org/Training/ELibrary.

Outreach representatives will visit each facility a minimum of two times per year and will bring supplies of these materials with them on their visits.

- English & Spanish Brochures (required for all unmarried parents.) Includes:
  - Most Frequently Asked Q & As
  - Benefits of Establishing Paternity
  - Parents Rights & Responsibilities
  - DCSE office locations and contact numbers (insert)
  - DNA locations for parents who are unsure who the father is (insert)

- New Mom Flyer- English & Spanish
  - Distributed to OB/GYN offices, clinics and all hospital feeders & DOH offices
  - Includes preparation for acknowledging paternity in the hospital,
    - ID requirements
    - Explaining the DNA process and
    - Information for married moms

- New Dad Flyer- English & Spanish
  - Distributed to OB/GYN offices, clinics and all hospital feeders & DOH offices
  - Includes preparation for acknowledging paternity in the hospital,
    - ID requirements, benefits for acknowledging paternity early
    - Positive and negative information about children who have no father’s involvement in their life

- Fact or Fiction Flyer- English and Spanish
  - Distributed to hospitals, OB/GYN offices, clinics and all hospital feeders & DOH offices

- Posters in English and Spanish
  - Add the Dad & Required ID’s
  - Distributed to hospitals, OB/GYN offices, clinics and all hospital feeders & DOH offices
Public Service Announcement “PSA”

There are many different definitions for a public service announcement (PSA) or public service ad, but the simple definition is that PSAs are messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue.

The current “PEP” PSA can be viewed on the website at www.vapaternity.org anytime you like. The current PSA theme is geared toward helping fathers understand how important their role is in families today. We distribute these 60-second PSAs to all media outlets within your communities two times per year hoping to secure timeslots when ever paid advertising is not available. Please let us know whenever you see or hear these ads in your community as most broadcasters do not send us reports on when the PSA is being played on TV or radio.

Customized Programs in PowerPoint (PPT) or Adobe

The PSA is different from the PPT. The PPT can be customized for your hospital. We take a simple PowerPoint presentation, approximately 2-6 slides in length, and create a message for your patients to view while they are sitting in the waiting room, cafeteria or main seating area in the hospital. These slides include important paternity information to help unmarried parents better understand the voluntary process. The PPT usually contains the Birth Registrar’s name and contact number as well as the hours she is available and other important facts a patient may need to know. If you are interested in having this at your facility, please contact the PEP office at 866-398-4841.

Hospital TV Looping

Most hospitals have a birthing channel which new parents view for various educational tips regarding their newborns. The PEP program is always interested in providing information for this channel and would welcome your request to add our information for these parents to view prior to leaving the hospital. If you are interested in having this at your facility, please contact the PEP office at 866-398-4841.

Hospital Bulletins

Many birthing hospitals have bulletins or newsletters which they provide to the staff. We believe it is very important to educate staff in the hospital about the important role Birth
Registrars play in helping the unmarried parents in Virginia. PEP has a staff of trained professionals who are willing to write for any publication or speak at any meeting/seminar the hospital feels is important to promoting this important service to the community. If you are interested in having this at your facility, please contact the PEP office at 866-398-4841.

**Website Information www.vapaternity.org**

The Virginia Paternity Establishment Program website, located at [www.vapaternity.org](http://www.vapaternity.org), is a useful resource for anyone seeking information about establishing paternity. The site contains information about the paternity establishment program and the benefits of adding the child’s father onto the birth certificate. There are frequently asked questions ranging from how to establish paternity voluntarily to the cost. The section about forms does not contain the actual AOP form, but the information on how to complete it. It also provides information on how to request an AOP form. The site contains a translation feature to accommodate the many patients who do not speak English. Finally, the site provides plenty of ways to contact personnel regarding the Paternity Establishment Program. This includes a 24 hour toll free number, e-mail address, mailing address, and local phone number. It also includes many social media contacts such as Facebook, Twitter, Instagram, etc. Please check out the website to see what it’s all about!

**We encourage you to visit www.vapaternity.org for valuable information regarding how you can help to put the father’s name on the birth certificate.**

- General information regarding paternity establishment (how, where, when it can be done; cost)
- Benefits of paternity establishment
- E-Library with access to downloadable forms and resources including the Rights & Responsibilities Statement
- Quarterly online newsletter for hospital staff which will highlight the “Spotlight” quarterly awards program (password accessible)
- Announcements of hospital performance awards (password accessible) with winners’ pictures and profiles (if permission given)
- Weekly blog posts
- Current paternity establishment updates found on the homepage
- Contacting VPEP via email or 24/7 toll-free hotline
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- Links to the federal Office of Child Support Enforcement, Division of Child Support Enforcement, Office of Vital Records, National Center for Health Statistics (NCHS), Centers for Disease Control (CDC)
- Toll Free 24 hour Help Line for personal assistance
- Archived press releases
- Current and archived training webinars
- VPEP mobile application information

Electronic Email Blasts (E-blast)

An E-blast is an electronic mail message that sent all at once to a large, targeted mailing list. Pep will email e-blasts to inform audiences about accomplishments, upcoming product launches or “news you can use.”

Annual Report Cards

Since 2008, PEP has been providing the hospitals with a detailed report of the program requirements stipulated by the Code of Virginia.
  - Information includes establishment rates, progress, comparison to other state facilities and any issues or suggestions to improve the overall program at each facility
  - Directed to hospital administrators, CEOs, CFOs, and presidents
    - Copied to all directors and Birth Registrars
    - Recommendations and suggestions included

Press Release

PEP will draft and distribute approved press releases and media advisories to highlight important milestones. An example of a milestone would be when PEP celebrates the success of the hospitals that are able to improve their establishment rates from one year to the next. In collaboration with the Division of Social Services a press release is sent to all major media outlets across Virginia.
  - All facilities ranked by establishment rates
  - Special recognition is given to the top hospital in the state for the prior year
  - Rates determined by percentage of unmarried parents signing an AOP in your
facility (not number of AOPs)
  • Ex. 1 – Hospital A – 1000 unmarried births; 800 parents establish paternity. Rate is 80%
  • Ex. 2 – Hospital B – 300 unmarried births; 240 parents establish paternity. Rate is 80%

Hospital Staff Incentives

“PEP Rally”
Quarterly Incentives for highest establishment rate $100
Yearly Incentive for highest establishment rate $500

“Spot Light”
Incentives for great suggestions
Gift cards, certificates $10 value

“Super Star”
100% of unmarried parents sign paternity in a month or more

• There will be a Website posting of the winners displaying your hospital and your name
• Congratulatory broadcast email to all participating hospital staff across Virginia as well as being recognized in the Quarterly Newsletter
• Congratulatory letter will be sent to the winner, the manager of Birth Registrar, and the hospital CEO. So you can reflect on your success, a Certificate of Award will be presented to winners to hang on their wall!

These cash prizes are awarded to Birth Registrars! (where applicable)

• There are monthly incentives for birth registration staff to compete for such as gift cards, prizes and parties. The prize is dependent on how much rates improve rather than competing against other facilities.

Annual Awards Ceremony

We believe in giving credit where credit is due! The PEP Annual Awards Ceremony is held every spring and provides a forum of recognition to those who work tirelessly on the frontlines ensuring successful paternity rates. This is an opportunity for stellar staff to be recognized by
their peers, their supervisors and paternity policy decision makers throughout the state of Virginia.

**Annual PEP Training**

Training is an important component in providing birth registrars and appropriate staff with the knowledge and tools they need to perform their job duties. PEP offers annual training featuring courses varying from new paternity policies and procedures to effective time management and communication skills.

**“PEP Talks”**

Interactive webinars are available monthly on a variety of topics. These webinar trainings are meant to complement not substitute the annual in-person PEP training. Attendance for all is highly encouraged!