

Promoting mediation services

The Brief

You have a new homeless mediation service to promote. The service will run for 3 years and will receive referrals from social work, the homelessness team, a range of voluntary sector agencies as well as self-referrals. There has never been a homeless mediation service in this area before.

How will you develop your promotional material? e.g. involve service users

Work with young people, service users, parents/families.

Main methods of distribution and promotion

How will you promote the service to professionals both within the homeless system and outside it?

Referrers - housing, children/families services, schools, health, voluntary sector.

Signposters - area co-ordinators, teachers, advice/info workers, community workers.

How will you promote the service to your target audience?

Use corporate colours! Peel-off post-its, bus adverts, text messaging, phone charms, Youtube, DVD, leaflets, posters, cinema adverts.

How will you distribute the promotional materials?

Distribute materials to users, referrers, raise public awareness, signposters etc.

	Ratio of promotional effort to service delivery (%)
Year 1	
Year 2	
Year 3	

The Mission Statement

State the aims, values and aspiration of the service.

The key messages

What are the key messages you want to convey about the service?

Short, punchy messages.

Neutral images.

Don't assume what people will appreciate.

Readability scores (available in MS Word).

Not too glossy.

Use lower case, bullet points, don't use passive verbs.

Balance useability/readability (for parents & young people) with showing you use same messages to all sides - separate leaflets may not be best.

Comments

Do you have any comments on the exercise or the issues raised by it? Write them here.