

# 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

Follow SCSH-GHS model. Network - target groups of service users. Schools - peer education services. Draw upon existing materials to develop new ones.

## Main methods of distribution and promotion

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

Referral from checklist. Use networks - identify key agencies and build relationships. Continue to stay in touch.

How will you promote the service to your target audience?

Develop materials for parents and for young people.

Target peer education services, homelessness services, guidance staff in schools, support staff.

Develop a schools pack for staff in schools, link to curriculum for excellence.

Visit youth groups - do workshops, drop-ins, freephone.

How will you distribute the promotional materials?

Distribute materials to: GPs, community services, libraries, council offices, schools, colleges, community police.

In person by meetings, visits, workshops etc.

Via email, website, posters, local press, billboards, spray painting graffiti.

	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.

Non-judgemental, confidential, voluntary.

- use accessible language
- involve service users
- regularly review.

## The key messages

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

What it is/who it's for.

Brand new service.

Relevant to people - recognise this, everyone who is a parent.

Self-referral.

Independent from other services.

## Comments

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

Needed more time to complete exercise.