

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

- Identify all agencies to be involved.
- Set up a steering group.
- Involve service users.

Main methods of distribution and promotion

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

Launch date - leaflet, websites, community newsletter, libraries, radio, visit to all agencies, local media, schools/colleges, youth cafes, local festivals (e.g. Big in Falkirk), carers offices, GP surgeries, council, police, Youtube, Facebook, Bebo, Childline, Child support etc.

How will you promote the service to your target audience?

Link to websites, support services, local housing associations, Sports clubs, supermarkets, YMCA.

How will you distribute the promotional materials?

Website, link with email, distribute leaflets, use free distribution (council network), also train/bus stations, police, hospitals, word of mouth, community spaces.

	Ratio of promotional effort to service delivery (%)
Year 1	80:20
Year 2	50:80
Year 3	20:80

The Mission Statement

State the aims, values and aspiration of the service.

'Reduce family conflict in the area.'

The key messages

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

Communication without conflict.

Free.

Confidential - non-judgemental.

Supportive - to children & families.

Approachable/friendly.

Relaxed, safe environment.

Voluntary.

Solutions - find suitable resolutions for both parties.

Your view matters - your view is key.

Comments

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

Who is paying? Budget.

Plan review process.

Timing of launch.

Effort involved in service user involvement.

Language.