

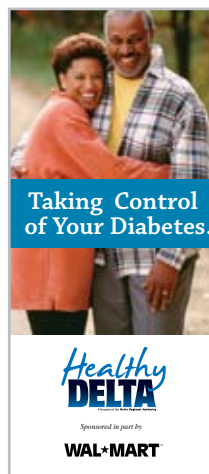


Issue and audiences

The Delta Regional Authority is a federal agency charged by Congress to improve the economic viability of 240 counties and parishes in eight states known as the Delta region.

In 2006, The Communications Group launched Healthy Delta, the DRA's "health as an economic engine" program. Using paid media, public relations, community relations, minority outreach and a diabetes call center, Healthy Delta targets adults in the Delta region and seeks to educate them about the signs and symptoms of diabetes and drive them into the health care system so they are better able to prevent and/or manage their disease. Healthy Delta specifically targets those who have been diagnosed with diabetes or are at risk of becoming diabetics.

The goal of the program's first year was to raise awareness and generate calls to a toll-free number for more information. In the second year, which began July 1, 2007, Healthy Delta implemented a hands-on outreach effort in eight states. In cooperation with Wal-Mart, a sponsor secured by The Communications Group, public health fairs, complete with free screening opportunities, were scheduled in each of the eight DRA states.



Campaign components include:

Materials

- Annual report
- Brochures
- Media kits
- Radio spots



Healthy Delta Brochure

- Television spots featuring governors from three states and the Federal Co-Chairman
- Funded Public Service™ media schedule
- Logo design
- News releases
- Web site design



Healthy Delta Web site

- Themeline
- PowerPoint presentations
- Church education kits
- Monthly Medicaid and health policy e-newsletter
- Freestanding display
- Branded pedometers
- Free diabetes home blood sugar monitoring kits

Media

- Network and cable television in 13 markets across eight states
- Minority radio and outdoor boards

Activity

- Public relations
- Local community-based events

To view the Healthy Delta tv spots, click the portfolio icon on our Web site.



Healthy Delta TV Spot

- Biometric health screenings
- Focus group research
- Employer outreach events
- Special event planning
- News conference at the National Press Club in Washington, D.C.
- Minority and faith-based outreach
- Corporate sponsorship
- Web site coordination
- Speaker's circuit and editorial board meetings
- Media pitches
- Fundraising
- Sponsor relations
- 60- and 120-day follow-up calls to enrollees
- Securing program partners
- Medicaid Directors meeting
- Establishment of a diabetes call center
- Strategic partnership with the American Diabetes Association

Performance indicators

- Calls to toll-free number
- Free start-up kits distributed
- Diabetes diagnoses
- Media impressions
- Media leverage
- Web site hits

Program results

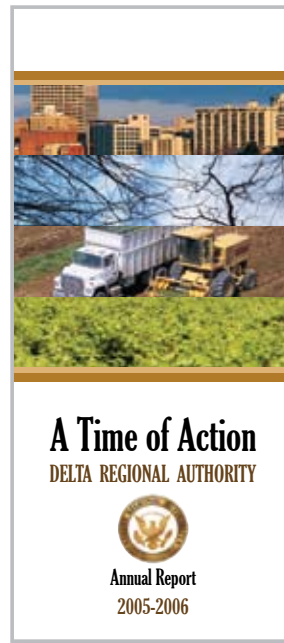
- To date, 4,400 individuals enrolled in Healthy Delta
- To date, 61 percent of callers have been diagnosed with diabetes
- To date, six health fairs offering free biometric screening have been hosted

- To date, 671 free diabetes start-up kits for blood sugar monitoring distributed
- 242,913 total hits on the Healthy Delta Web site
- 40.8 million gross media impressions in Year 1 of the Healthy Delta program
- Over eight million people reached through media with information about diabetes
- Developed dialogue with 1,400 minority churches in eight states
- Over 8,000 individual responses for information
- Began work with Medicaid programs in all eight states to help address the economic drain that diabetes places on each state and community in the Delta region
- Media schedule was leveraged one-to-one

To view the Healthy Delta tv spots, click the portfolio icon on our Web site.



Healthy Delta TV Spot



Delta Regional Authority Annual Report