Tips for Creating a Program Brochure

General Step	Guidelines
Establish a Budget	Establishing a budget up front will help guide you through the remainder of the process as you make decisions about the following: • Whether you can hire a professional designer or writer or will design the brochure yourself using desktop publishing software • What you will use for images • Whether the brochure will be in color or black and white • The size and style of the brochure • Where the copies will be printed • How many copies you can print
Identify Target Audience	Knowing who your targeted audience is will help you determine what content should be included in your brochure and how that content should be presented. Your target audience may include: • Older drivers and their families, loved ones or significant others • Referral sources such as physicians, occupational and physical therapists, social workers • Professionals who work with older adults such as those who work in senior centers, assisted living communities, home health agencies
Locate a Graphic Design Artist/Printer	There are several options for designing the brochure. The option you choose will depend upon your budget and what services and support are available in your organization. 1. Contact your organization's Public Affairs/Marketing Department to find out: a. What support are they able to provide (e.g. writing, designing, photographs/images)? b. How much do their services cost? Do you need to pay for the writing and design support or just for images and printing? c. What are the organization's policies and guidelines for marketing materials? 2. If there are other brochures you've seen and liked, find out who designed/printed them and contact that person/company. Otherwise, try your local office supply store, copy center, or printing company. 3. If your budget does not allow for a professional designer, you can use a desktop publishing software program to design and create the brochure yourself. There are a variety of programs (e.g. Print Perfect Deluxe, Microsoft Publisher, Serif Page Plus, Adobe InDesign) available that vary in cost to purchase, features, and ease of use. 4. If you are designing/creating the brochure without professional assistance, review the National Institute on Aging guidelines for making health education materials senior friendly (http://www.nia.nih.gov/HealthInformation/Publications/srfriendly.htm).
Draft Content	1. Look at brochures from other programs to get ideas of what the content should be. 2. View sample brochures on the AOTA Older Driver Safety Toolkit for Professionals website (http://www1.aota.org/olderdriver/toolkit.html) 3. Identify content areas:

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	• General/useful information about older driver safety. This information can be summarized from currently available information such as: o AOTA Older Driver Safety website (http://www1.aota.org/olderdriver/) o AAA Foundation for Traffic Safety website (http://lpp.seniordrivers.org/home/index.cfm) o NHTSA Older Driver website (http://www.nhtsa.gov/portal/site/nhtsa/menuitem.31176b9b03647a189ca8e410dba046a0/) o DriveWell toolkit (http://www.asaging.org/asav2/drivewell/pdfs/DriveWellTK.pdf) o We Need to Talk (http://www.thehartford.com/talkwitholderdrivers/) • Program specific information (what it is , who it serves, how to make a referral, etc) • Safety hints or tips that older drivers can use right away • Contact information and directions to facility 4. Avoid jargon (i.e., terms used by professionals but not commonly in use by the general public are called jargon). 5. Think about sustainability. It can be costly to design and print a brochure. Be careful to include only information that will continue to be true/accurate over time. For example you may want to provide a phone number to call for information about cost rather than listing the cost in the brochure. If possible include phone numbers, email addresses and websites that will still be in existence/accurate even if the person currently running/coordinating program leaves. 6. Think about what message you want the audience to get. Ideally your brochure will help your reader to understand that driving evaluation programs can help people drive safely longer and that they have an open invitation to contact your program for more information 7. Work with other occupational therapists in your department to brainstorm ideas, identify content, and to ensure the brochure is providing the information you want.
Locate Graphics	What you use for images will depend upon your budget. Photographs can be expensive to purchase. You may be able to take your own photographs or use one of the following lower cost options: • The AAA Foundation for Traffic Safety has a photo library with images that can be used for free with permission (http://www.aaafoundation.org/multimedia/index.cfm?button=photolibsearch). Search for "Seniors" to find photos of older drivers. • Inexpensive photos can be purchased from istockphoto.com • Search Microsoft or Bing clip art for pictures or images that symbolize your program. If you take your own photographs be sure to have subjects sign a photography

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	release form. Be sure to attain all required permissions to use free or purchased photos or images. If you are using a professional designer/writer they may be able to take care of purchasing and permission requests.
Proof and Feedback	Before printing your brochure, have it reviewed by many people to ensure that it is readable, understandable, and free of jargon: • Your supervisor • Your occupational therapy colleagues • Co-workers from other departments. • Friends, especially those with professional editorial skills

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