

## B. Creative Brief

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4/4/97	The Creative Brief
<b>1. Target Audience(s)</b>  Those persons with diabetes (ages 25-54, heavily skewed African American and Latin American) Those impacted by the disease, e.g. family members	
<b>2.Objective(s)</b>  Raise the audience's awareness that people with diabetes are at increased risk of getting and dying from other diseases such as flu or pneumonia. Convince the audience to get an annual flu shot. (This implies that the audience will need to find out where to call to find out about shots.)	
<b>3. Obstacles</b>  Lack of awareness that people with diabetes are at greater risk of getting other diseases, such as flu or pneumonia. Lack of awareness that persons with diabetes are at greater risk of fatal complications from influenza and pneumonia. Concern that screening and preventive measures might make them sick, or cause side effects Cultural beliefs about diseases, visiting doctors, and treatment Lack of access to quality health care Lack of awareness of available community resources	
<b>4. Key Promise</b>  If I take preventive measures like getting a flu shot, then I'll be more confident that I'm doing all I can not to be a victim of my disease.	
<b>5. Support Statements/Reasons Why</b>  Diabetes is a major risk factor for excess morbidity and mortality due to pneumonia and influenza. People with diabetes are almost three times more likely to die from pneumonia and influenza. An estimated 20,000 persons with diabetes died of flu or pneumonia in a recent year, yet most people with diabetes still have not been vaccinated. Despite the risk of increased morbidity and mortality, there are steps people with diabetes can take, such as getting vaccinated. County health departments, state health diabetes control programs and other community organizations offer support and can provide access to free vaccinations.	
<b>6. Tone</b>  Optimistic, warm, positive. Culturally sensitive and diverse, motivating and ATTENTION-GETTING (without being a fear-based message, reasons for optimism)	

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<b>7. Media</b> One TV PSA, radio PSA (live script), print PSA, media kit, community kit, brochure (to be distributed at points where people get flu shots, diabetic care and other community information venues)	
<b>8. Openings</b> Places where people are receptive to messages: Visits to clinics/doctors' offices/pharmacies Reading local newspapers, community newsletters Listening to radio talk shows Churches and their newsletters Community events, e.g. festivals Health fairs	
<b>9. Creative Considerations</b> Materials will be distributed nationally by CDC and locally by state diabetes control program personnel. Printed materials only to be developed in Spanish and English. This is a seasonal message . PSAs will be tagged with local contact information.	
<b>NOTE:</b> <i>All creative Briefs <b>must</b> be accompanied by a page summarizing the background situation.</i>	