

*Bringing
healthcare
to you*



MARKETING PLAN

Purpose

The Wellness on Wheels (WOW) program provides accessible healthcare services to underserved communities across South Dakota. This marketing plan outlines strategies to increase awareness and engagement in communities hosting the WOW mobile units.

Target Audiences

- + Residents of underserved communities (including rural populations)
- + Pregnant women and families
- + Parents and guardians of young children
- + Individuals needing STI testing, immunizations, or general health screenings
- + Community health organizations and local clinics
- + Local media (radio, newspaper, TV)
- + Businesses and employers supporting employee wellness

Services Offered



WIC Program



Pregnancy Care



Safe Sleep



Immunizations



Developmental
Screening



Maternal Depression
Screening



Oral Health



Sexually Transmitted
Infection Testing

MARKETING COMPONENTS

The following tools can be used to promote the WOW mobile unit visits.

Press Release

- + A **template press release** is available to community partners.
- + Fill in the event details and submit it to **local newspapers, radio stations, and online community boards** about **4 weeks ahead of the event**.

[**Download the Press Release Template >**](#)

Public Service Announcement

- + A **short PSA script is available** for community partners to distribute.
- + Fill in the event details and **submit it to local radio stations 3 weeks before the event**.

[**Download the PSA Template >**](#)

Flyer/Poster

A **customizable flyer/poster** is provided for partners to disperse **3 weeks ahead of the event**.

Posters should be displayed at:

- + Community centers and libraries
- + Local businesses and grocery stores
- + Social service agencies
- + Health clinics and WIC offices
- + Schools and daycare centers

Digital versions can be shared on social media pages and in newsletters.

[**Download the Community Flyer Template >**](#)

Social Media

Recommended posting schedule:

- + **Two weeks before:** Initial announcement post.
- + **One week before:** Reminder post.
- + **Day before:** Final reminder post.
- + **Day of event:** Live updates and community engagement.

Suggested hashtags: #WellnessOnWheelsSD #CommunityHealth

[**Download Social Media Post Templates >**](#)

PRESS RELEASE

[Organization logo]



For Immediate Release: [enter date]

Contact: [name, email address]

[host name] to Host Wellness on Wheels (WOW) Van Event

[Community], SD – The Wellness on Wheels (WOW) van will be providing vital health services at [location/business name and address] on [date-month, day, year] from [time]. These events aim to deliver accessible healthcare services to underserved communities and [occur on the second Tuesday of every month]. *(edit to reflect what is applicable to your location/event)*

Services available at the WOW van include: *(Please edit as needed based on the services available at event)*

- Women, Infants, and Children (WIC);
- Pregnancy Care;
- Immunizations;
- Oral Health;
- Safe Sleep Education;
- Maternal Depression Screening;
- Developmental Screening; and
- Sexually Transmitted Infection (STI) Testing.

(Replace quote OR use the following) “Through initiatives like the Wellness on Wheels van, we’re making it easier for people in South Dakota to access essential healthcare services,” said [Name of Local Representative]. “By bringing care to the community, we aim to address barriers like transportation and provide tailored solutions for public health needs.”

The Wellness on Wheels (WOW) program is an innovative initiative by the South Dakota Department of Health. The WOW van offers a range of critical services to address the diverse healthcare needs of South Dakotans, particularly those facing socioeconomic barriers.

Through collaboration with community organizations, healthcare providers, and social service agencies, the WOW van brings healthcare directly to individuals where they live and work. The program also enhances referrals, improves care coordination, and addresses gaps in services, fostering better health outcomes statewide.

For more information about the Wellness on Wheels program, visit <https://doh.sd.gov/programs/wellness-on-wheels/>.

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PSA SCRIPT

[Organization logo]



The Wellness on Wheels (WOW) van is rolling into **[location/business name]** at **[address]** on **[date-month, day, year]** from **[time]**! Join us for vital health services, including WIC, pregnancy care, immunizations, oral health, STI testing, and more.

These events make healthcare more accessible to underserved communities across South Dakota. The WOW program, brought to you by the South Dakota Department of Health, bridges gaps in care.

Learn more at <https://doh.sd.gov/programs/wellness-on-wheels/>.

POSTER/FLYER

*Bringing
healthcare
to you*

WELLNESS
ON
WHEELS



AVAILABLE SERVICES

- WIC Supplemental Nutrition Program
- Pregnancy Care
- Safe Sleep
- Developmental Screening
- Maternal Depression Screening
- Immunizations
- Oral Health
- STD Testing



SOUTH DAKOTA
DEPARTMENT OF HEALTH

YOUR CITY

Date & Time

Address

SOCIAL MEDIA



EDIT SOCIAL MEDIA IMAGES IN CANVA

2 WEEKS BEFORE THE EVENT

Wellness on Wheels is Coming to **[Community]**!

Healthcare should be easy to access, and that's exactly why the Wellness on Wheels (WOW) van is hitting the road! Stop by **[Location]** on **[Date]** from **[Time]** for free and low-cost health services.

Learn more at <https://doh.sd.gov/programs/wellness-on-wheels/>.

#WellnessOnWheelsSD #CommunityHealth

ONE WEEK BEFORE THE EVENT

One Week Away! The Wellness on Wheels (WOW) van is Coming to **[Community]** on **[Date]**!

Need immunizations, pregnancy care, or WIC support? How about an STI test or oral health screening? We've got you covered—right in your neighborhood.

[Date & Time]

[Location]

You don't need an appointment—just drop by! <https://doh.sd.gov/programs/wellness-on-wheels/>.

#WellnessOnWheelsSD #CommunityHealth

ONE DAY BEFORE THE EVENT

TOMORROW! The Wellness on Wheels (WOW) van is rolling into **[Community]**!

Where? **[Location]**

When? **[Date & Time]**

No appointment? No problem! Just stop by for quick, friendly, and confidential care.

Learn more at <https://doh.sd.gov/programs/wellness-on-wheels/>.

#WellnessOnWheelsSD #CommunityHealth

DURING THE EVENT

We're HERE! The Wellness on Wheels (WOW) van is now at **[Community]** and ready to serve you!

Stop by between **[Time]** for free & low-cost health services,

Learn more at <https://doh.sd.gov/programs/wellness-on-wheels/>.

#WellnessOnWheelsSD #CommunityHealth