



Campaign Newsletter April 2005

Production News

The Crosskeys Media® producing team is currently in pre-production on the television series, continuing their research into potential stories and conducting sites visits. The goal is to feature two or at most three sites in each one-hour program. It is through the experiences of patients and front line providers at each site that the larger issues surrounding quality improvement will be addressed.

Production is slated to begin in May and will continue through late summer. An overview of the series, and detailed descriptions of the stories and individuals featured in each one-hour program, will be available by early June.

RAMcampaign.org Web site is now "live"

On March 1, the campaign nerve center and key communications vehicle, www.RAMcampaign.org was officially launched. Many thanks to the National Partners and Quality Improvement Organizations (QIOs) that provided helpful feedback and allowed us to include their excellent quality health care products and tools. These are listed in 12 categories ranging from Consumer-Oriented Patient Care to Quality Information and Improvement. Take a look at the "Resources" section of the site and click on "Document Index". We will be adding more of these documents as they become available to us.

Also in the "Resources" section are a PBS Primer that is meant to assist Partners and QIOs as they connect with local PBS and NPR stations. You will also find series and campaign background materials that can be used in your publicity efforts.

We are very pleased with the number of RAM coalitions forming across the country. We hope National Partners and other interested parties will alert their colleagues to the "Connect with Others" database that features coalition activities and encourages them to participate in this important grassroots campaign. Contact information is included for every coalition.

We recently emailed passwords to National Partners and QIOs that allow entry into proprietary areas. If you didn't receive a password, please contact webmaster@RAMcampaign.org.

PBS Incentive Grants Program

Scores of PBS stations have submitted applications to the RAM incentive grants program. RAM's lead corporate sponsor, the Amgen Foundation, generously donated funding for up to 24 PBS stations to receive incentive grants – four grants of \$15,000 for stations in the top 10 markets and 20 grants of \$7,500 for stations in all other markets.

Stations are proposing a wide range of exciting community-based activities in conjunction with members of National Partners, QIOs and other local groups. It is encouraging to see the momentum that is already building around the country for the series, the campaign and the quality health care improvement issue.

A "blue ribbon" committee will review the applications and grants will be announced on April 25. Grantees will be listed on www.RAMcampaign.org and included in the searchable database.

Promotional Tools

Another important promotional product released in March was the initial distribution to Partners of a set of publicity materials that may be used in newsletters, magazines and on Web sites. The package included an introductory story about RAM, several side bar stories, a RAM Style Guide, RAM logos in color and black-and-white and a number of photographs from the series. Partners should expect to receive this type of material on a regular basis. Others participating in the campaign can contact Ajeenah Amir (contact information listed below) to also receive copies of the promotional tools.

Invite RAM to a conference or meeting

If you have an upcoming conference or meeting and would like to introduce your members to RAM, please let us know. Frank Christopher, executive producer, and Matthew Eisen, co-executive producer, are available to present the program, as are other members of the communications team.

A new, 11-minute clip from the series is available for these events. It focuses on quality improvement in chronic disease care and management.

New RAM Project Coordinator Joins Team

DCI is very pleased to introduce Ajeenah Amir, our new RAM Project Coordinator. Ajeenah is a Howard University graduate. As program and conference assistant at Educational Services, Inc., a federal contracting firm, Ajeenah supported the planning and execution of meetings, trainings, satellite broadcasts and Webcasts, as well as the production of newsletters, brochures and Web sites for the US Department of Health and Human Services. She has also worked for the Urban League and Freddie Mac. We know you will enjoy working with her.

Devillier Communications, Inc. (DCI)

Campaign participants can call upon the RAM team in our headquarters in Washington, D.C. or in our California office. You can also use DCI to contact Crosskeys Media® or you may wish approach them directly. Once again, here is our team:

- Linda Devillier, President: Strategic counsel for the entire campaign, PBS liaison, National Partner and QIO support. Available for presentations. (202) 833-8121 ext. 3005, ldevillier@devillier.com or lbdevillier@aol.com
- Barbara Lohman, Senior Vice President: Campaign management, National Partner recruitment and relationships, QIO support. Supervision of RAMcampaign.org. Available for presentations. (951) 340-0010, blohman1@aol.com
- Lee Allen, Project Director: Day to day responsibility for the campaign. Serves as official liaison with Partners, QIOs and PBS stations. Manages PBS Incentive Grants Program. Available for presentations. 202-833-8121 ext. 3009, lallen@devillier.com
- Ajeenah Amir, RAM Project Coordinator: Provides support to the DCI management team. Responds to requests for promotional materials. (202) 833-8121 ext. 3024, aamir@devillier.com
- Allan Childers, Webmaster: Manages www.RAMcampaign.org. (202) 833-8121 ext. 3007, achilders@devillier.com

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