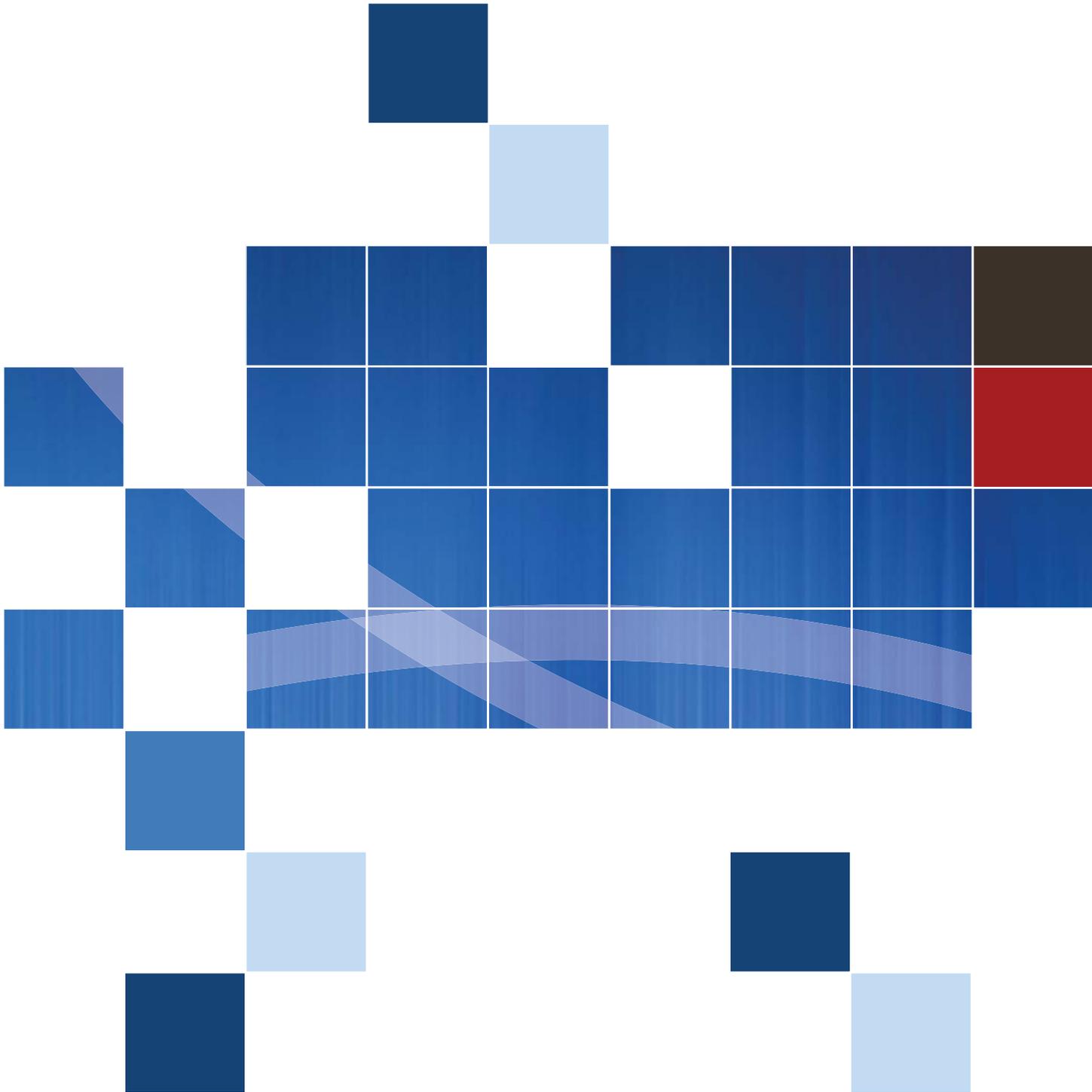


Guide to Promoting your Accreditation



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www.carf.org

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Congratulations! Attaining and maintaining CARF-accredited status requires a significant effort, strong teamwork, and a commitment at all levels of your organization to providing quality services and enhancing the lives of the people you serve. Your organization deserves to be proud of this achievement, and CARF provides many tools to help you promote your accredited status and make the most of your investment in accreditation.

To help you get started, CARF offers this brief Guide to Promoting your Accreditation along with a Media Kit CD, which is provided free to all accredited organizations. The CD includes logo files, text templates, and HTML code that makes it easy to add a link to CARF and display the CARF Seal of Accreditation on your website. CARF also offers many free resources from our website: www.carf.org

This guide includes:

- A basic introduction to marketing, for organizations getting started with developing a marketing plan, along with detailed information on how to develop and issue a news release to announce your accreditation.
- Specific guidelines on how to properly cite your accredited status and use the CARF Seal of Accreditation logos in print and online.
- A list of various resources including videos, templates, and printable brochures, many of which are available for free from the CARF website and/or included on the Media Kit CD.
- Examples of a letter and news releases announcing your accreditation, and example print advertisements that show some ways you can highlight your accreditation in marketing materials.



Again, congratulations on your achievement. We hope this guide, the CARF Media Kit CD, and the resources available on our website provide a useful toolkit to help you create an effective public information and marketing effort to share the news and increase the value of your accreditation. If you have any questions about how to access or use any of the resources or materials provided, please email info@carf.org.

Celebrate your accreditation

Setting aside a special time for staff members to share with one another what they've accomplished and acknowledge one another's efforts will help show your appreciation of their teamwork. You might want to honor your staff's hard work and commitment with a staff picnic or catered lunch. To commemorate the occasion, you could give staff members a small award. See the **Promotional Items section of the Online Store**

Persons served, civic leaders, and the public

Many providers invite persons served, civic leaders, and the public to a community event at their organization to recognize earning accreditation. Social events can be useful vehicles to announce your CARF accreditation and acquaint the community with your services. You could also invite community leaders to participate in a quality forum or health fair.

Marketing means telling your organization's story to build goodwill in the community and to inform, educate, and persuade people to choose your services.

You can tell your story with words and images. Although carefully written text and eye-catching graphics might attract attention, to generate a response you must match your message to the interests of your audience. Before you form your message, listen to what people have to say to you. What are their needs and desires? What prompts them to change their attitudes or behaviors?

Identify your audience

Persons served and other stakeholders should know that they will find quality services at your organization. They should be confident that your services focus on their satisfaction and that you are continuously working to improve.

Persons served

Whether you call them consumers, customers, patients, clients, or residents, you exist to provide a service to them. An organization's mission is defined around the persons served, which makes them a primary focus of any targeted marketing effort. This requires an understanding of the diverse populations served because this diversity will require different approaches and messages.

Consider what methods and messages to use for the different segments of the persons you serve. With some segments, a pamphlet will be effective, while a short video might work better with others.

Consider what you hope to accomplish with your marketing efforts. Will it be marketing to potential or current persons served? Will it increase the satisfaction of persons served? Will it increase the number of persons served? Your desired outcome will affect your message, but the heart of your message is: We became accredited because we are committed to providing quality services to you.

Funders and regulators

Some of your funders and regulators may already know about your accreditation, but this should not preclude you from proudly announcing it to them. Consider these questions:

- Which funding and regulatory entities are vested in your accreditation?
- With whom and at what level should you make contact?
- How can you make that contact?
- What do you expect to gain from that contact?

The community

Marketing to the community can increase the number of persons served by your organization and strengthen your reputation. Begin your marketing efforts with a basic but important question: What makes you stand out from your competitors? The answer should include your accreditation! You may also consider these questions:

- Where do you get referrals/business?
- What community leaders or organizations might be interested in your accreditation?
- How are you perceived in the community? How can you highlight your accreditation to improve this image?

Your marketing efforts will ultimately be tailored to your organization and unique community. You can customize the **example announcements** included in this guide to begin sharing news of your accreditation.

How to distribute a news release

Decide which audiences you want to reach. Are you trying to reach potential consumers of your services and their families, third-party payers, or the community?

Research which publications (including online ones) reach your target audience. These might be local newspapers, magazines, or trade journals. Don't overlook radio and TV stations if they cover business news such as yours. In today's social-media conscious world, you might want to reach bloggers who write about your business, too.

Become familiar with each publication's content. What kind of stories does it feature? Then look for contact information for the editor or reporter on the publication's website or in the publication itself. You are building a media contact list.

If possible, speak to the editor face-to-face or by telephone. In your conversation, you can further determine the types of stories the publication covers. You also can establish yourself as an authority on specific topics for future articles.

Next, tailor the content of your news release to the needs of the editor and, by extension, the interests of the publication's readers. Many online resources can help you with wording to capture the readers' attention.

Check to be sure you submit the news release in the way the publication prefers. Most publications accept emailed news releases, but some might prefer faxes.

If your budget permits, you might consider using a wire service, such as PRNewswire or Businesswire, to help distribute your news release. These resources are especially helpful when you want to reach audiences outside of your immediate geographic area. Wire services might also offer guidance in composing a news release. Be sure to compare services and fees.

Additional marketing tools from CARF

To help you further, CARF has prepared *How to craft a marketing plan*, which includes two templates for plans. Written for small and large service providers alike, the **CARF Connection** newsletter article explains how to analyze your market, formulate strategies, and evaluate progress:

www.carf.org/marketing

In addition, a CARF-accredited service provider offered *Innovative response to collapsing news industry* in the **Behavioral Health Promising Practices** newsletter. The article describes opportunities for organizations to gain the attention of reporters, editors, and publishers:

www.carf.org/KennebecNews

Email signature taglines

Leadership and employees can add a note about your accreditation to their email signature file.

Recorded messages

Many organizations play recorded informational messages when callers are on hold. You can use the recording to promote your accreditation, using similar language to what you have in print.

Speakers Bureau

If your organization has a speakers bureau or has staff members give public presentations about your services, be sure they mention your accreditation.

Accreditation can be difficult to explain to those unfamiliar with the concept. Following are some examples of wording you can use as a starting point to help explain your accreditation in direct, simple language.

What is accreditation?

Accreditation is official recognition that our organization is guided by internationally recognized service standards and best practices.

CARF accreditation consists of ongoing consultation and in-depth on-site reviews to help our organization achieve the highest quality of care for our customers.

Accreditation demonstrates that our organization has opened its service delivery and business processes to outside scrutiny to improve the quality of our programs.

Accreditation is a public statement that our organization strives to ensure that our services are of the highest possible quality.

What does accreditation mean to persons served?

Accreditation demonstrates to customers that our organization is committed to reducing risk, addressing health and safety concerns, respecting cultural and individual preferences, and providing the best possible quality of care.

Accreditation demonstrates that our organization values the input of our clients and is accountable to the community.

Accreditation demonstrates that our organization has made a specific commitment to put the needs of our residents at the center of everything we do.

Accreditation indicates that our organization respects the rights and individuality of our patients.

What is CARF International?

CARF International provides a framework, then consults and advises health and human service organizations to help improve their service quality.

CARF International is a nonprofit accreditor of health and human services. Its goal is to ensure that persons served remain at the center of the service delivery process.

CARF International is a nonprofit organization that offers accreditation services and support for health and human services programs.

Guidelines for citing your accreditation

All references to your CARF accreditation in print and online must clearly identify which programs and services are accredited, unless all of your programs and services are accredited by CARF. If your organization uses different names for its programs and services than those listed on the accreditation certificate, you may use the names familiar to your customers and staff.

The examples below show some ways to accurately represent your accreditation status.

CARF (including CARF Canada and CARF Europe)

- A CARF (Three-Year/One-Year) Accreditation was awarded to (Name of Your Organization) for the following (programs/services): (List programs/services).
- CARF has accredited (Name of Your Organization) for its (list programs/services).
- (Name of Your Organization) has been accredited by CARF for the following (programs/services): (List programs/services).
- (Name of Your Organization) has been accredited by CARF for (number) of its (programs/services).
- CARF accreditation was awarded to (Name of Your Organization) for the following (programs/services): (List programs/services).
- CARF has accredited (Name of Accredited ASN) as an Aging Services Network coordinating services among the following participating providers: (List ASN Participating Providers).

CARF-CCAC

- A CARF-CCAC Five-Year term of accreditation was awarded to (Name of Your CCRC and other programs that were specifically surveyed such as ADS, nursing home, aging services network, if multiple programs were surveyed).
- (Name of Your Organization) is pleased to announce that it has been awarded CARF-CCAC accreditation for (Name of Your CCRC and other programs that were specifically surveyed such as ADS, nursing home, aging services network).
- (Name of Aging Services Network Participating Provider) is a participating provider in the CARF-CCAC-accredited (Name of Accredited ASN) Aging Services Network.

When space is at a premium, you might use one of these examples:

- Ask about our (CARF/CARF-CCAC) accreditation.
- What is (CARF/CARF-CCAC) accreditation? Please ask!
- Ask what our (CARF/CARF-CCAC) accreditation means to you.

Accreditation certificate

Your accreditation certificate is a testament of your commitment to person-centered, quality services. Most providers frame and display their accreditation certificate in a reception area or other prominent location. Some providers have reproduced their certificate in a marketing brochure.

To purchase additional certificates, please contact CARF at (888) 281-6531.

Guidelines for displaying the CARF Seals of Accreditation

Logos suitable for either printed or electronic reproduction are included on the Media Kit CD and can also be downloaded by accredited organizations from the **CARF website**. When displaying the seal on your website, you are encouraged to link it to the CARF website: www.carf.org

Easy-to-copy HTML code snippets are available to add a link; a description of CARF International; and the desired logo for CARF, CARF Canada, CARF Europe, or CARF-CCAC. The snippets are available on the Media Kit CD and the **CARF website**.

When using the CARF Seal of Accreditation in print or online you must include identification of your accredited programs or services as described on the previous page.

You may reproduce the Seal of Accreditation alone on small promotional items such as pens, lapel pins, or business cards.

When reproducing the logos, the following guidelines apply:

- Nothing may be printed within or over the logo.
- The seal may not be combined with other images or designs to create a new symbol or image.
- The solid-color version of the logo may be reproduced in any solid color or in black, or reversed out of a solid color background.
- The gold versions of the seal should be reproduced as provided, in full color. For black and white or grayscale documents, use the solid-color version.

When using the solid-color seals, CARF does not require that you match our colors, but if you want to match the colors, use the following:

CARF

- Spot color: Pantone 285
- CMYK: C=77 M=48 Y=4 K=0
- RGB: R=65 G=123 B=184

Solid Color Seal



Gold Seal



CARF Europe

- Spot color: Pantone 295
- CMYK: C=100 M=81 Y=28 K=13
- RGB: R=22 G=68 B=117

Solid Color Seal



Gold Seal



CARF Canada

The blue portion of the CARF Canada Seal uses the same values as the CARF logo. The leaf uses spot color: Pantone 208

- CMYK: C=0 M=100 Y=36 K=37
- RGB: R=163 G=0 B=70

Solid Color Seal



Gold Seal



CARF-CCAC

- Spot color: Pantone 295
- CMYK: C=100 M=81 Y=28 K=13
- RGB: R=22 G=68 B=117

Solid Color Seal



Gold Seal



See the sample ads on **page 14** for examples of how to use logos and cite your accreditation in marketing materials.

Please contact **CARF** if you have any questions about whether the materials you are preparing are acceptable.

CARF offers the following resources to help you promote your accreditation.

Online promotion (www.carf.org/Online_Promotion)

This webpage contains text and HTML code that can be used to describe your accreditation and link to CARF on your website.

Logos (www.carf.org/Logo)

CARF, CARF Canada, CARF Europe, or CARF-CCAC seals can be used to identify accredited programs or services in your printed materials and displayed on your website. You can find more information about the logos on [page 8](#).

Example accreditation award letters (www.carf.org/Accreditation_Award_Letters)

Notify civic and community leaders about your accreditation with a letter on your company letterhead. An example is provided on [page 11](#) and text templates are available on the Media Kit CD.

Example news releases (www.carf.org/Example_News_Releases)

Examples of news releases announcing a recent accreditation. Examples are provided on [pages 12 and 13](#), and text templates are available on the Media Kit CD.

Brochures (www.carf.org/Resources/Brochures)

Printable CARF brochures are available to explain the value of accreditation.

Videos (www.carf.org/Resources/Multimedia)

Link to or download these videos to help explain and promote CARF accreditation.

Articles (www.carf.org/Resources/Articles)

Articles on a variety of topics.

Consumer resources (www.carf.org/Resources/ConsumerResources)

Information for persons who receive services and their families.

IAC resources (www.carf.org/Resources/IACResources)

Resources from members of CARF's International Advisory Council.

CARF, CARF Canada, CARF Europe, and CARF-CCAC decals and stickers

Your accreditation packet includes a logo decal with the "Ask about our accreditation" message that can be displayed in a window. To purchase additional decals, see the [Promotional Items section of the Online Store](#).



Following are some examples of an award letter and news releases that you can use as a starting point. Templates are available on the Media Kit CD and the [CARF website](#).

You might add:

- An example of how accreditation has improved your services.
- A quote from your leadership about the accreditation experience.
- Staff reactions about how preparing for accreditation built teamwork.
- Stakeholder comments about your accreditation.
- Quotations from the survey report or outcome letter.
- A photo of your staff celebrating news of your accreditation.

Example announcement letter for Three-Year Accreditation

P & C Family Health Services

The Honorable Sheldon Q. Johnson
 Mayor of the City of Yourtown
 1 Alameda Circle
 Yourtown, AW 13578

Dear Mayor Johnson:

We are pleased to report to you that P & C Family Health Services has been accredited for a period of three years for its Community/Housing, Prevention/Diversion, and Crisis Intervention programs. The latest accreditation is the second consecutive Three-Year Accreditation that CARF, the international accrediting body, has awarded to P & C Family Health Services.

By pursuing and achieving accreditation, P & C Family Health Services has demonstrated that it meets international standards for quality and is committed to pursuing excellence.

This accreditation decision represents the highest level of accreditation that can be awarded to an organization and shows the organization's substantial conformance to the CARF standards. An organization receiving a Three-Year Accreditation has put itself through a rigorous peer review process and has demonstrated to a team of surveyors during an on-site visit that its programs and services are of the highest quality, measurable, and accountable.

P & C Family Health Services is a not-for-profit organization that has been providing Adoption/ Foster Care Counseling, Behavioral Health Assessments, Emancipation Counseling, and Crisis Intervention in the Yourtown area since 1999.

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services.

We would welcome an opportunity to further acquaint you with our services and respond to your questions. We believe we are a valuable asset to the community we serve and are all the more valuable because of our CARF accreditation.

Sincerely,



Montgomery Chase
 Executive Director
 P & C Family Health Services



Example news release announcing Three-Year Accreditation

Internationally Generic Physical Therapy



FOR IMMEDIATE RELEASE

Internationally Generic Physical Therapy awarded three-year CARF accreditation

Yourtown, LS — 12/12/2011 — CARF International announced that Internationally Generic Physical Therapy has been accredited for a period of three years for its Outpatient Medical Rehabilitation Program.

This accreditation decision represents the highest level of accreditation that can be awarded to an organization and shows the organization's substantial conformance to the CARF standards. An organization receiving a Three-Year Accreditation has put itself through a rigorous peer review process and has demonstrated to a team of surveyors during an on-site visit that its programs and services are of the highest quality, measurable, and accountable.

Internationally Generic Physical Therapy is a not-for-profit organization with offices at 1234 E. Southern Road, Yourtown, LS 12345. It has been providing physical therapy services in the Yourtown area since 2000.

CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, the accrediting body establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services.

For additional information, contact Larry Fitzwalter at (555) 555-9753.

Example news release announcing CARF-CCAC Five-Year Term of Accreditation

Veritage Pointe
Retirement Community

FOR IMMEDIATE RELEASE

**Veritage Pointe Retirement Community
awarded CARF-CCAC accreditation**

Yourtown, OJ— 12//2011— CARF-CCAC announced that Veritage Pointe Retirement Community has been awarded a Five-Year Term of Accreditation. This latest accreditation is the second consecutive CARF-CCAC accreditation that has been awarded to Veritage Pointe Retirement Community.

An organization receiving a Five-Year Term of Accreditation has voluntarily put itself through a rigorous peer review process and demonstrated to a team of surveyors during an on-site survey that it is committed to conforming to CARF-CCAC's accreditation conditions and standards. Furthermore, an organization that earns CARF-CCAC accreditation is commended on its quest for quality programs and services.

Veritage Pointe Retirement Community is a for profit organization with offices at 1234 Fake Street. It has been providing services in the Yourtown area since 2004.

The Continuing Care Accreditation Commission (CCAC) was founded in 1985 as the nation's only accrediting body for continuing care retirement communities and similar organizations. In January 2003, CCAC merged with the Commission on Accreditation of Rehabilitation Facilities (CARF), a nonprofit accreditor founded in 1966 that serves a wide range of human service organizations.

For more information about the accreditation process, please visit the CARF website at www.carf.org.

For additional information, contact Herb Nebberson at 1-800-555-9876.



Prime & Chase Family Health Services

- Community Housing
- Prevention/ Diversion
- Crisis Intervention



All programs are CARF-accredited



Helping foster teens meet life's challenges



1-800-555-9876
1234 Fake Street
Yourtown, AW 13579
www.PandCfamily.org

Let's work the kinks out together!



A CARF-accredited physical therapy program

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1234 E. Southern Road
Yourtown, LS 12345
(555) 555-9753
www.IGPT.com



Veritage Pointe Retirement Community



Veritage Pointe is an internationally accredited Continuing Care Retirement Community providing quality individualized services to seniors.



1-800-555-9876
1234 Fake Street
Yourtown, OJ 13579
www.veritagepointe.org

Welcome home