



FACEFIND
INCORPORATED

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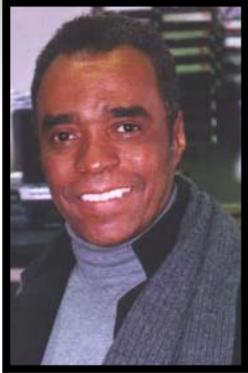


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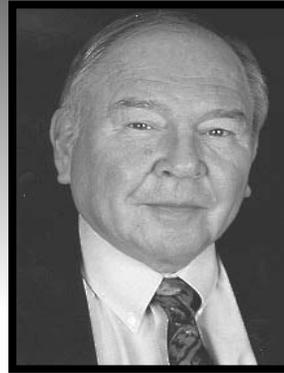
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Market Penetration of *JUST 1 CALL*



Mecklenburg County has a powerful, convenient new source of information and assistance for senior citizens, adults with disabilities and their caregivers! It's *JUST 1 CALL*... a free, confidential, multi-lingual service that you can use by making just one telephone call.



**Simply dial
704-432-1111.**

You'll speak with a friendly, professionally-trained advocate who can answer questions on everything from healthcare and housing to legal services and leisure time activities. For those with Internet access, the address is www.just1call.org.

JUST 1 CALL
One Call. One Source. Wonderful!
704-432-1111
877-889-0323

The assistance you want and need is here.
And it's *JUST 1 CALL* away!

Just1 Call is a Service Mark of Mecklenburg County North Carolina

Market Penetration of *JUST 1 CALL*



- Perceived to be a meaningful contribution to the community.

- Especially relevant to senior citizens.

- No hidden agendas perceived.

Market Penetration of *JUST 1 CALL*



- Affected via word-of-mouth, churches, mail, senior centers.
- Ethnic groups suggest “own language” newspapers/Internet.

The Charlotte Post

La Noticia

Market Penetration - *JUST 1 CALL* Help is here!



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Market Penetration of *JUST 1 CALL*

Usage could grow dramatically over the years....

- 71% said they would call *JUST 1 CALL* in the future.



- 93% said they would use *JUST 1 CALL* if they had a need.



Market Penetration of *JUST 1 CALL*



- 26% of households have a senior citizen, disabled adult or caregiver in their home.



Market Penetration of *JUST 1 CALL*

Overview of the African-American community

- **More than any other ethnic group, African-Americans need *JUST 1 CALL*, yet are reluctant to use it.**
- **The African-American community has not yet been penetrated.**
- **Say they like the services provided by *JUST 1 CALL*.**
- **Multiple channels reach into the African-American community.**



Market Penetration of *JUST 1 CALL*

Overview of the Vietnamese community

- 5% of those interviewed were familiar with *JUST 1 CALL*.
- One in four households has a perceived need for *JUST 1 CALL*.
- Vietnamese are enthusiastic about *JUST 1 CALL*.
- *But Viet* newspaper is the best single source for carrying the *JUST 1 CALL* message into the Vietnamese community.



Market Penetration of *JUST 1 CALL*

Overview of the Hispanic community

- **The Hispanic community has not yet been penetrated.**
- **Hispanics are likely users of JUST 1 CALL.**
- **Getting information into the Hispanic community.**

Qualitative Overview

Awareness Impact of JUST 1 CALL Among Specific Ethnic Audiences

Hispanic



Vietnamese



Qualitative Overview

Similarities between two cultures:

Hispanic

Vietnamese

Seniors

Considered an integral part of the family

Provide an important link to their heritage

Frequently speak only their native language

Youth

May only speak English

Qualitative Overview

Ethnic Community Meetings

Hispanic

★ **Moderator:** Violeta Moser

42 adult participants

male and female

Included in the group were couples, caregivers, seniors and a disabled female adult.

Vietnamese

Moderator: Michael Nguyen

31 adult participants

all male

Many in the group were community leaders, and members of the Vietnamese Association

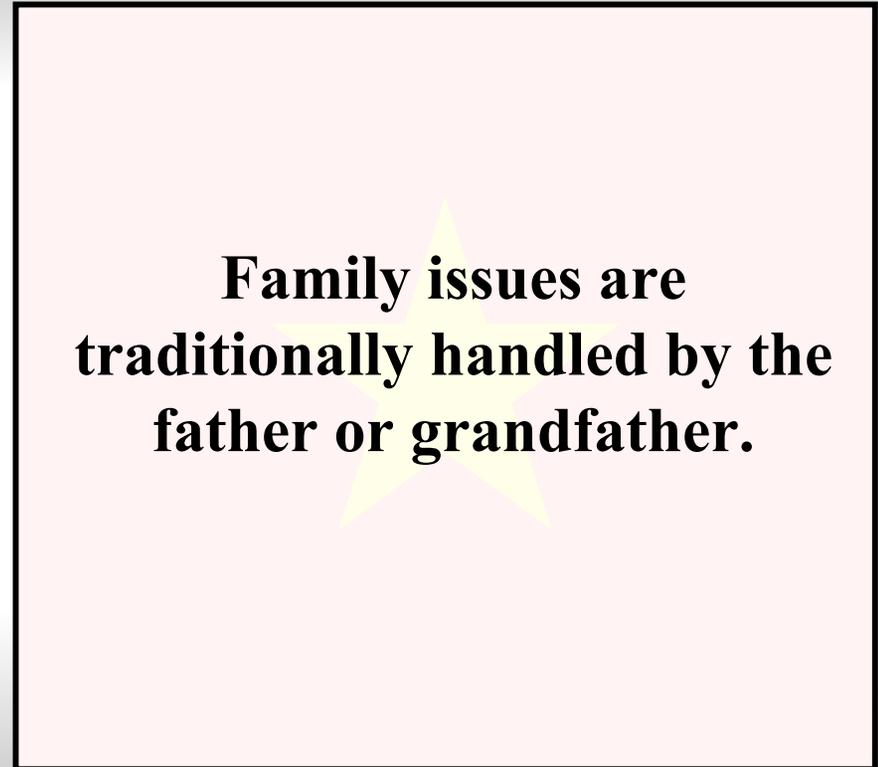
Qualitative Overview

Differences between two cultures:

Hispanic



Vietnamese



Qualitative Overview – cultural challenges

**Fathers and Grandfathers –
the traditional decision-makers in the
Vietnamese household**



**Marketing efforts
must capture their approval.**

Trends in Ethnic Communication

Behind the Words...

Hispanic

Vietnamese

★ Implement In-Language/In-Culture Verbiage

Accelerates awareness

Target audiences are more likely to understand the service

Compliments lifestyle and culture

★ Empowers the content of the message

Trends in Ethnic Communication

Similarities in Targeting Information to Ethnic Communities

Hispanic

Vietnamese



Trends in Ethnic Communication

Differences in Targeting Information to Ethnic Communities

Hispanic

Many “in-language”
media options

**More likely to watch TV
or listen to the radio**

Radio Lider

Univision

UNCC TV broadcast

Vietnamese

Fewer “in-language”
media options

**More likely to go
“On-Line”**

Use electronics, cell
phones, computers and
Internet services

Trends in Ethnic Communication

Contacting the Hispanic Community

**Many Hispanic homes
may not have phones.**

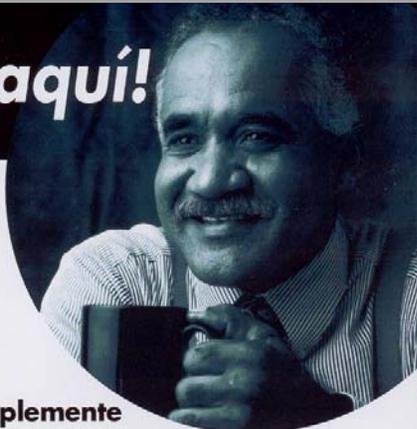


**As an important component of the Hispanic survey, we
randomly knocked on doors in Hispanic neighborhoods.**

Trends in Ethnic Communication

Contacting the Hispanic Community

As part of the door-to-door surveys, we left **JUST 1 CALL** collateral materials printed in Spanish...



Ayuda está aquí!

El Condado de Mecklenburg tiene una poderosa y conveniente fuente de información y asistencia para personas mayores, (envejecientes/ancianos), adultos con discapacidades (o incapacitados) y sus proveedores de cuidados!

*Es **SÓLO 1 LLAMADO** SM ...UN servicio gratis, confidencial y multilingüe que Ud. puede usar haciendo solo un llamado telefónico.*

SÓLO 1 LLAMADO SM

Un Llamado. Una Fuente. Maravilloso!
704-432-1111
877-889-0323

Simplemente marque 704-432-1111.

Ud. hablará con un abogado amistoso profesionalmente-entrenado quien puede contestar sus preguntas de todo tipo, desde cuidado de salud y vivienda hasta servicios legales y actividades de placer.

Para aquellos con acceso al Internet, la dirección es **www.just1call.org**.

La asistencia que Ud. quiere y necesita está aquí. Y está alcance de **SÓLO 1 LLAMADO** SM!

Solo1 Llamado es una Marca de Servicio del Condado de Mecklenburg, Carolina del Norte

Trends in Ethnic Communication

Contacting the Hispanic Community



**...and a JUST 1 CALL
tee shirt for each family.**

Awareness Objectives

- Quality
- Integrity
- Uniqueness of Service
- Name Recognition

Help is here!

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Building Awareness

Finding a Key Messenger.....

- Testimonials
- Success stories
- Key spokesperson from each ethnic segment
- Commitments from community priests and ministers





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