

TLC Communication Strategies and Materials Targeted to Patients

Please see online version for links to resources.

RESOURCES	OBJECTIVE	RECCOMENDED USE AND COMMENTS
eBulletin Boards		
Basic TLC	Advertise TLC directly to patients and staff in your facility to increase awareness of the program.	Load these slides onto your facility's eBulletin boards. These are especially helpful in facilities that have strict policies about attaching posters or flyers to the wall.
Coach Jane		
Coach Krista		
Coach and TLC Healthy Living Message		
Flyers and Brochures		
Get Your Head in the Game	Advertise TLC directly to patients and staff in your facility to increase awareness of the program.	Distribute these materials in locations that patients visit in the facility, such as waiting rooms, clinic rooms, and the cafeteria. Using hard copies enables patients to pick up TLC materials and bring them to their next visit or think about them at home. Consider writing up a success story from a Veteran in your facility using the success story template, but be sure to obtain consent from the patient.
Stay in the Game		
Weight Loss Journey		
Coach Jane's Profile		
Coach Krista's Profile		
Tri-Fold Brochure		
Table Tent		
Information and Goal Setting Sheet		
Success Stories Patient 1 Patient 2 Patient 3 Patient 4 Patient 5 Patient 6 Patient 7		
Social Media		
Facebook Post	Advertise TLC to tech-savvy and younger veterans and staff in your facility to increase awareness of the program.	Use these forms to get approval to post about TLC on your facility's Facebook and Twitter pages. You can also post about TLC on your facility's homepage.
Twitter Post		
Multi-Media		
Telephone Hold Messages	Advertise TLC directly to patients and staff in your facility to increase awareness of the program.	Record these messages as hold messages on the main VAMC phone line. Telephone hold messages are an important way to communicate to Veterans the value of TLC.
TLC Video		Post a link to your facility's homepage, Facebook page, and Twitter page, as well as play the video on the e-Bulletin boards.