

**What's new?**

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## Asthma is the most common chronic disease in Ireland.

**470,000 people in Ireland have asthma, including 1 in 5 children**

Asthma cannot be cured, but with proper treatment it can be well-managed. There is no reason why everyone with asthma cannot live a full and active life, symptom free.

The Asthma Society of Ireland (ASI) is the national charity dedicated to empowering the 470,000 people with asthma in Ireland to take control of their asthma. ASI support people with asthma



### The facts

- One Irish person dies every week as a result of their asthma—of these deaths, 90% are preventable
- Uncontrolled asthma is dangerous—every 26 minutes someone in Ireland visits an Emergency Department with asthma
- Asthma costs the state over €500 million per annum
- Children miss 12 days of school per year and adults miss 10 work days a year due to their asthma
- Ireland has the fourth highest prevalence of asthma in the world
- 3.13 days is the the average length of stay with an asthma hospital admission
- 5000+ —the number of asthma admissions to hospital every year

The Asthma Society are currently working with INFORM to display their Adviceline poster in doctor's waiting rooms.

and their families by providing a wide range of high quality information and education services—all completely free of charge. The Asthma Society actively works with health care professionals, industry and government bodies to provide expert information and keep asthma high on the national agenda. The Asthma Society Adviceline, supported by the HSE provides advice, free of charge to people with asthma and to the parents/carers of young people with asthma. A panel of asthma nurse specialists provide personalised information, advice and support to callers from across Ireland.

Below are a number of information services the Adviceline nurses commonly provide:

- My asthma—the basics
- Knowing what to do in an asthma emergency
- Asthma and allergic rhinitis (hay fever)
- Asthma in schools
- Asthma and exercise
- Asthma and pregnancy
- After GP/consultant visit

For further information visit [www.asthma.ie](http://www.asthma.ie) or call the Asthma Adviceline 1800 44 54 64

# What's on display now on the INFORM waiting room network



Here are some of the brochures available on INFORM Yourself displays right now:



**INFORM works with a range of different organisations from patient support groups to public bodies.**

*Here's what some of our clients have to say about us.*

*"Bodywhys are delighted with the HealthBrochures.ie service provided by INFORM. They allow us to connect with GP's nationally, which creates awareness for both the GP and their patients, of our services on a regular and consistent basis. It is a time and cost effective means of reaching out to individuals who might be affected by eating disorders."*  
 — Mary Crean, Bodywhys

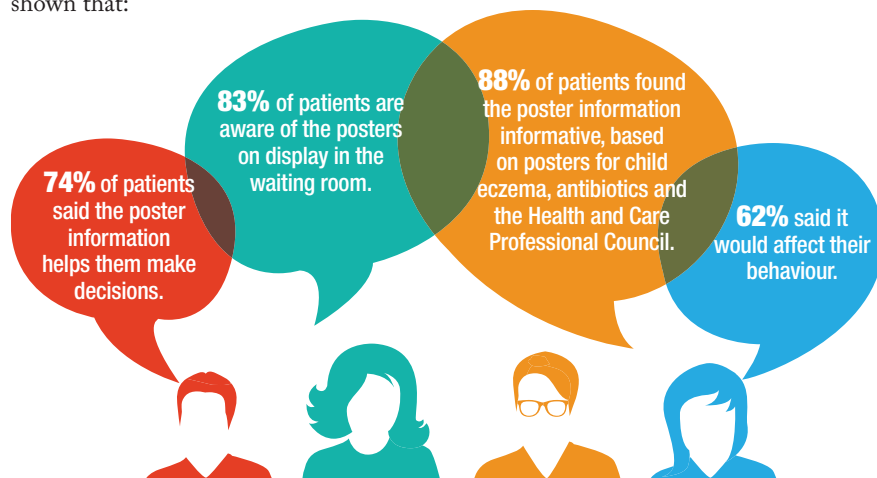
*"We have found the INFORM network an excellent means of communicating with the public and ensuring that our materials are where they need to be. The service is effective, good value and very reliable."*  
 — David McMahon, CEO, Irish Skin Foundation

*"Working with INFORM gives us the confidence that Organ Donor Cards are consistently available to a broad section of the general public through their network of 1,300 waiting rooms nationally with a monthly audience of 1.4 million."*  
 — Mark Murphy, Chief Executive, Irish Kidney Association

**You'll find more information about our clients and our work on our new website [www.InformIreland.com](http://www.InformIreland.com)**

# How effective is poster display in the doctor's waiting room?

Research\* undertaken on poster effectiveness in the doctor's waiting room setting has shown that:



\* Research Study into the Effectiveness of Posters in Patient Communications, commissioned for the Health & Care Professional Council UK, December 2017

## Reach an audience of 1.4 million patients each month with INFORM's poster display service

Posters are positioned prominently in the waiting room by the INFORM Merchandising Team to give high visibility to patients during their dwell time—on average 20 minutes.

Posters are particularly suited to messages of a sensitive nature, where patients can see the message without having to reach out and pick it up.

Every poster viewed represents a connection with a potential new patient or consumer.

INFORM print all posters for use on the waiting room network. The A3 size posters are printed on static paper, requiring no adhesive, which means they are widely accepted by GPs, leaving your reputation and the waiting room in good health!

Poster campaigns book out very quickly, so get in touch now if you're interested in displaying a poster in 2019.

Here's a sample of posters displayed on the INFORM network this year:



## INFORM Campaign Timings 2018/19

Dates for your diary

**CYCLE 1: JANUARY 2019**

**Booking Confirmation by**  
November **21<sup>st</sup>** 2018

**Brochure Delivery by**  
November **28<sup>th</sup>** 2018

**Campaign Start Date**  
January **2<sup>nd</sup>** 2019

**CYCLE 2: APRIL 2019**

**Booking Confirmation by**  
February **25<sup>th</sup>** 2019

**Brochure Delivery by**  
March **4<sup>th</sup>** 2019

**Campaign Start Date**  
April **1<sup>st</sup>** 2019

**CYCLE 3: JULY 2019**

**Booking Confirmation by**  
May **29<sup>th</sup>** 2019

**Brochure Delivery by**  
June **6<sup>th</sup>** 2019

**Campaign Start Date**  
July **1<sup>st</sup>** 2019

**CYCLE 4: OCTOBER 2019**

**Booking Confirmation by**  
August **28<sup>th</sup>** 2019

**Brochure Delivery by**  
September **4<sup>th</sup>** 2019

**Campaign Start Date**  
October **1<sup>st</sup>** 2019

# Calendar of Awareness Days

Many of our clients work with us to display information beginning with their annual awareness day or month. You may have plans for an awareness campaign in 2019, get in touch with us to book your slot on the INFORM waiting room network in 2019: [enquiries@informireland.com](mailto:enquiries@informireland.com)

<p><b>January</b></p> <ul style="list-style-type: none"> <li>Lung Cancer Awareness month</li> <li>European Cervical Cancer Prevention Week</li> <li>Get Ireland Active</li> <li>Little Things campaign</li> <li>Mind Your Mental Health</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>Organ Donor Awareness Week</li> <li>Bowel Cancer Awareness Month</li> <li>World Autism Awareness Day</li> <li>World Meningitis Awareness Day</li> <li>National Stroke Awareness Week</li> <li>World Immunisation Week</li> <li>World Parkinson's Day</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>World Hepatitis day</li> <li>World Population Day</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>Breast Cancer Awareness Month</li> <li>National Fire Safety Week</li> <li>World Mental Health Day</li> <li>National Arthritis Week</li> </ul>
<p><b>February</b></p> <ul style="list-style-type: none"> <li>World Cancer Day</li> <li>International Epilepsy Day</li> <li>Eating Disorders Awareness Week</li> <li>World No Smoking Day</li> <li>Safer Internet Day</li> </ul>	<p><b>May</b></p> <ul style="list-style-type: none"> <li>World Asthma Day</li> <li>World Ovarian Cancer Day</li> <li>Cystic Fibrosis Awareness Month</li> <li>Coeliac Awareness Week</li> <li>World MS Day</li> <li>World Hand Hygiene Day</li> <li>European Obesity Day</li> <li>Skin Cancer Awareness Month</li> </ul>	<p><b>August</b></p> <ul style="list-style-type: none"> <li>World Breast Feeding Week</li> <li>International Youth Day</li> <li>World Humanitarian Day</li> </ul>	<p><b>November</b></p> <ul style="list-style-type: none"> <li>November Prostate Cancer Awareness</li> <li>World Pneumonia Day</li> <li>World Diabetes Day</li> <li>World COPD Day</li> <li>World Antibiotic Awareness Week</li> <li>International Men's Day</li> </ul>
<p><b>March</b></p> <ul style="list-style-type: none"> <li>National Brain Awareness Week</li> <li>Daffodil Day Irish Cancer Society</li> <li>World Kidney Day</li> <li>World Down Syndrome Day</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>Irish Haemochromatosis Assoc. Awareness Day</li> <li>Men's Health Week</li> <li>World Blood Donor Day</li> <li>World Elder Abuse Awareness Day</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>Childhood Cancer Awareness Month</li> <li>World Suicide Prevention Day</li> <li>World Alzheimer's Day</li> <li>Positive Ageing Week</li> <li>Mouth Cancer Awareness Day</li> <li>World Heart Day</li> </ul>	<p><b>December</b></p> <ul style="list-style-type: none"> <li>World AIDS Day</li> <li>International Day of Persons with Disabilities</li> <li>Human Rights Day</li> </ul>

## One in six Irish adults have never used the Internet

A recent survey by the Central Statistics Office\* has found that one in nine households have no internet connection, with only 6% stating that this was because there was no broadband in their area. Moreover, one in six Irish adults have never used the Internet while more than half of older users are going for months without logging on.

Of those who have Internet access, daily usage is almost universal among the 16–19 age group, compared with 31% in the 60–74 age group. More than half of

the older age group said they hadn't used the Internet at all in the three months prior to being interviewed.

These findings have implications for the way in which we communicate information to people at different life stages, and highlight the importance of having an integrated marketing approach.

It is recommended to incorporate a good balance of traditional and new media in any of your communications campaigns, matching your objectives and budget. While new media is less expensive and there's no denying the power of digital, you may not have the audience of older consumers there yet, so using a mix strategically may prove more effective for targeting different age demographics. Printed brochures can offer unique value,

reinforcing and directing consumer to your online efforts and communicating messages where and when a screen cannot. Print remains a highly trusted medium and can easily be passed on.

While many consumers use the internet to research information and services, research has shown that the older audience prefer to talk to someone on the phone before making a decision, so campaigns that drive older patients to pick up the phone are likely to be more effective. This reinforces the importance of having your helpline or telephone number displayed prominently on your website, poster, brochure and social media profile.

\* Source: CSO Information Society Statistics Households 2017

# Flourish magazine



Now in its third year, Flourish magazine is hugely popular with the over 55's audience and is one of the fastest moving publications from INFORM display racks. INFORM publish and distribute Flourish magazine to all waiting rooms on our network. It is published twice annually, and has an estimated readership of 100,000. It's an excellent way to reach seniors at a time when they are most engaged with health and lifestyle issues.

Readers tell us they enjoy reading the magazine while waiting for their GP

consultation, with many people taking it home to pass on to friends and family.

The current issue includes health features on lung cancer awareness, osteoporosis and social anxiety to mention a few. You will also find some great recipes and advice on leisure activities over the autumn winter period.

If you would like a copy of our most recent issue or are interested in advertising or contributing editorial for our next issue, get in touch now—  
[enquiries@informireland.com](mailto:enquiries@informireland.com)

## HealthBrochures.ie

### New publications available on HealthBrochures.ie now

HealthBrochures.ie is the one-stop brochure ordering service used by healthcare professionals to source health information for their patients, free of charge.

INFORM actively market the website to healthcare professionals throughout the year, to ensure they're aware of the publications available to order. Two new clients recently joined the health brochures service, and the following publications are now available for order:



If you would like to make your health information materials available to healthcare professionals on HealthBrochures.ie contact us now: [enquiries@informireland.com](mailto:enquiries@informireland.com)



From Women's Aid...  
**Women's Aid 24hr National Freephone Helpline Poster, Leaflet, and wallet card**



From the Endometriosis Association of Ireland...  
**Enabling your Everyday**

Do you have end of year budget available?

## Avail of our Early Bird discount

Many of you have campaigns running right now on the INFORM network and are possibly already planning for 2019. Why not arrange a meeting with us now to discuss your plans for next year, and in doing so avail of our Early Bird Discounts.

Our display slots book out quickly, particularly for posters, so take action today and call us on 061-338 580 or email: [enquiries@informireland.com](mailto:enquiries@informireland.com)



# INFORM'S Health Information Network

INFORM display health information in 1,250+ GP surgeries, health centres and hospital waiting areas in Ireland



## GP REACH



2,000+ GPs  
1,100 Practice Nurses

## AUDIENCE



We distribute  
**1.8 million+** brochures  
each year



**16 million** patient contacts  
on our network annually

20 minutes  
waiting room  
dwell time



**1.4 million** consumer  
impacts per month

This year INFORM has provided information to patients on the following topics:

- Claiming tax relief on medical expenses
- Mental Health**
- Personal Injury**
- Homecare**
- Counselling and psychotherapy
- Chronic Pain
- Managing problem debt
- Carrying an organ donor card
- Breast Cancer
- Nutrition
- Reducing your risk of cancer**
- Contraception
- Meningitis**
- Carbon Monoxide Awareness**
- Seniors Alert Scheme**
- Skin Conditions**
- Polio**
- Ovarian Cancer
- Asthma
- Sexual Health

