

BULLETIN

## HSA ads put spotlight on members

September 20, 2012

HSA is profiling the hard work of members with a series of TV, print and on line ads running September and October.

-The public will be seeing a great deal of our members this fall," said HSA President Reid Johnson. -Since the beginning of September we've been running online ads to celebrate our support for Run for the Cure and our work helping breast cancer patients with diagnosis, treatment, rehabilitation and prevention. Those ads are now being boosted by print ads running in communities all over BC.

-And starting earlier this week, we're broadcasting two TV ads in prime time slots. With the government bringing concessionary demands to the bargaining table even as our members continue to fall behind the wage standards of their peers across the country, it's important to remind them of the essential role our members play."

Johnson said the ads are part of HSAs long-term goal of increasing public awareness of HSA and health science professionals as part of the modern health care team.

The TV ads, which will run until mid-October, reach prime-time audiences in Vancouver, Victoria, Kelowna, Kamloops, Prince George, Terrace, Kitimat, Dawson Creek and the Kootenays. The ads can be viewed at HSAs YouTube channel ([www.youtube.com/healthsciencesbc](http://www.youtube.com/healthsciencesbc)). The ads were also run earlier in the year.

Advertising in support of HSAs participation in Run for the Cure began on September 3 with the launch of on line ads ... including ads on Google, Facebook and banner ads targeted to high-volume news sites ... and an on line video using unique imagery to show how our members fight breast cancer by participating in the Run and by doing their jobs every day. The video can be seen at [www.hsabc.org/run-for-the-cure](http://www.hsabc.org/run-for-the-cure) and is being promoted by on line ads and dedicated social media efforts. Print ads will appear in Vancouver, the Fraser Valley, Victoria, Nanaimo, Kamloops, Kelowna, Vernon, Prince George and Cranbrook. Ads will also appear in Chinese-language publications in the Lower Mainland.

HSA also participated in a BC Federation of Labour TV ad campaign earlier this year. The ads gave HSA considerable prominence among the public sector workers depicted, and delivered a strong message about our members deserving a fair and reasonable contract.

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