**Marketing Resource Links**

* TAE Issue Brief: Marketing to External Audiences

<http://www.adrc-tae.org/tiki-index.php?page=OutreachandMarketing>

* ADRC-TAE Issue Brief: Private Industry Lessons – Branding

<http://www.adrc-tae.org/tiki-index.php?page=OutreachandMarketing>

* Centers for Disease Control and Prevention Social Marketing <http://www.cdc.gov/healthmarketing/>
* Social Marketing Institute <http://www.social-marketing.org/sm.html>
* Social Marketing Place <http://social-marketing.com/>
* Turning Point Foundation <http://www.turningpointprogram.org/Pages/socialmkt.html>
* AARP publications <http://www.aarp.org/states/>
* Idaho Performance Measures

<http://www.adrc-tae.org/tiki-download_file.php?fileId=26826>

* National Clearinghouse on Long Term Care Information <http://www.longtermcare.gov/LTC/Main_Site/index.aspx>
* Own Your Future Campaign <http://www.longtermcare.gov/LTC/Main_Site/Planning_LTC/Campaign/index.aspx>
* Assessing Your Long-Term Care Planning Quotient

<http://www.adrc-tae.org/tiki-download_file.php?fileId=1962>

* A House in Order: How Planning for Your Aging Brings Peace of Mind:

<http://www.adrc-tae.org/tiki-download_file.php?fileId=26901>

* National Council On Aging: Use Your Home to Stay at Home Program <http://www.ncoa.org/content.cfm?sectionid=250>
* American Institute of Certified Public Accountants (AICPA)<http://www.360financialliteracy.org/>