

Branding on a Budget

Public Health Communications Webinar Series

June 17, 2019

Webinar Objectives

- Understand the importance of a strong brand
- Discuss basic principles of branding and tips for defining your brand
- Share recommendations for how best to normalize use of brand among health department staff
- Outline the elements of a brand roll-out

Agenda

- **Branding 101**

- Kara Basabe, Senior Art Director, Burness Communications

- **Case Study: South Carolina Department of Health & Environmental Control**

- Brian Conner, MPH, Immunization Outreach Coordinator, Division of Immunization

- **Case Study: Snohomish Health District (WA)**

- Heather Thomas, MA, MPA, Public & Government Affairs Manager

Kara Basabe

- Senior Art Director at Burness
- Has advised nonprofits and private-sector organizations on branding and identity for 10+ years



Agenda

- Goals
- Branding Basics (10 minutes)
- How to Define Your Brand (15 minutes)
- Rolling Out a New Brand (10 minutes)
- Case Studies (20 minutes)
- Q&A (15 mins)

Our goal for today's session

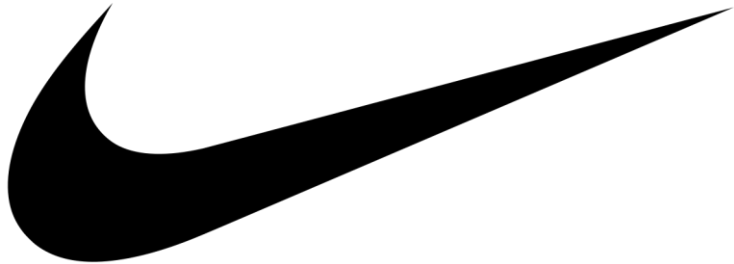
- Understand what a brand is, why it matters, and how you can define your own brand on a budget

Branding Basics

What is a brand?

Definition of a brand

A brand is more than just a logo.



A brand is the sum of all expressions by which an entity (person, organization, company, business unit, city, nation, etc.) intends to be recognized.

Source: [Interbrand](#)

Why does branding matter?

- Establishes credibility and trust
- Critical to creating partnerships with your audiences
- Grounds an organization in a common set of values and a way to express them

Elements of a brand

Elements of a brand

- Mission statement

Our unwavering mission is to help extraordinary people tell their stories for the good of the world.

- Values

Elements of a brand

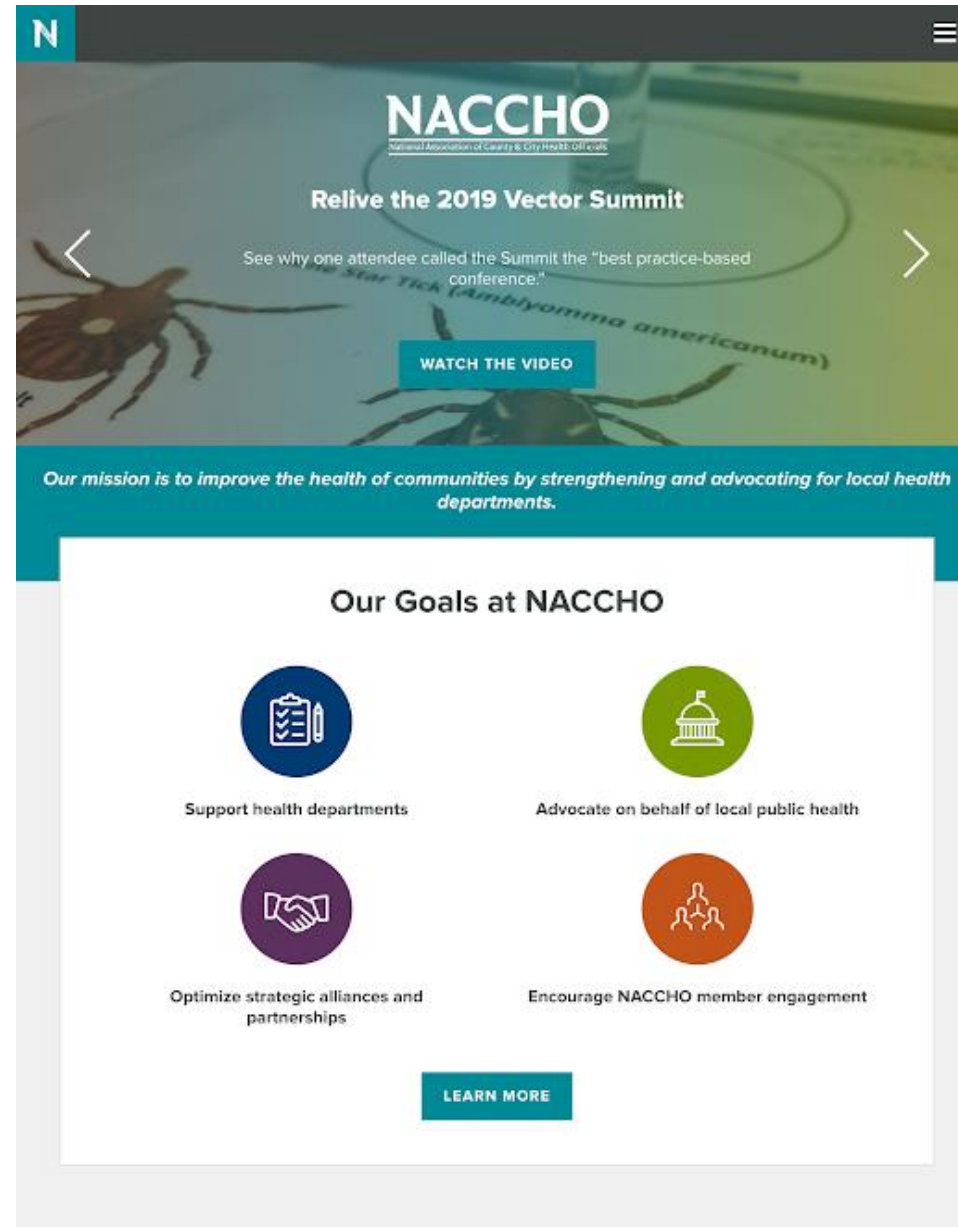
- Brand Persona and Promise

We are impatient for action—for impact sooner than later—to confront poverty and improve health.

We are seasoned communicators who help drive change.

Elements of a brand

- Visual expressions



How to Define a Brand

How to Define a Brand

1. Form a Brand Committee
2. Discovery and research phase
 - a. Collecting information from key partners (internal and external) via online survey/questionnaire or interviews
 - b. Meeting with Brand Committee to analyze/distill answers and research

How to Define a Brand

3. Draft a brand strategy document
 - a. Findings from discovery phase compiled into a brand strategy
4. Visual Identity
 - a. Hiring a designer (firm, freelance, in-house)
 - b. Logo concepts, supportive assets, style guide
 - c. Brand Guidelines Document
 - i. Includes both brand messaging and visual identity components
 - ii. A “How to use this guide” section

How to Define a Brand

5. Getting buy-in from internal staff
 - a. Transparency: Include them in this process!

Rolling Out a New Brand

Rolling Out a New Brand

1. Audit of existing products
2. Prepare external communications prior to rollout
 - a. Stationery (e.g., letterhead, business cards)
 - b. Publications (e.g., brochures, factsheets, etc)
 - c. Website (update with new identity, messaging, or redesign)
 - d. Social media images (e.g. profile photos and banners)

Rolling Out a New Brand

3. Distribution of Brand Guidelines Document to all staff
4. Prepare a “Why” statement
 - a. Why we did this, why it’s important
5. Announcement Event for Staff and Partners (optional)
 - a. Consider internal swag for staff: buttons, pins, branded notepads
6. Email campaign, blog post
 - a. “Why” statement can form foundation

Case Studies



Case Study: School Flu Toolkit



The Background

2017 presented an opportunity to improve messaging.

- School flu vaccination clinics

Issues:

- Inconsistent Resources
- Outdated Resources
- Requests for materials from the Regional Nursing Staff

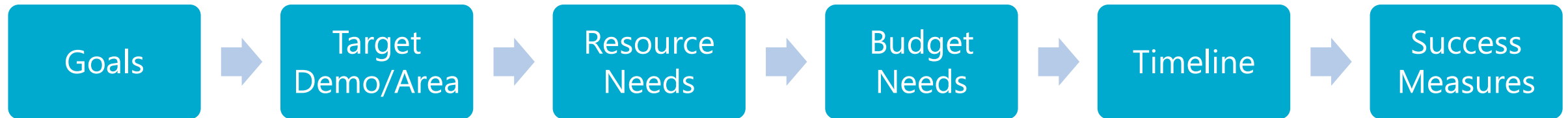


The Approach

Important Considerations:

- Asset Mapping
- Relationship Building
- Collective Impact

The Process





School Flu Toolkit

CR-012264 11/18



PDF Handouts and Resources

Use the following resources as handouts for your students or parents, in school clinics, or post them on your website or social media to help promote flu vaccination this season.



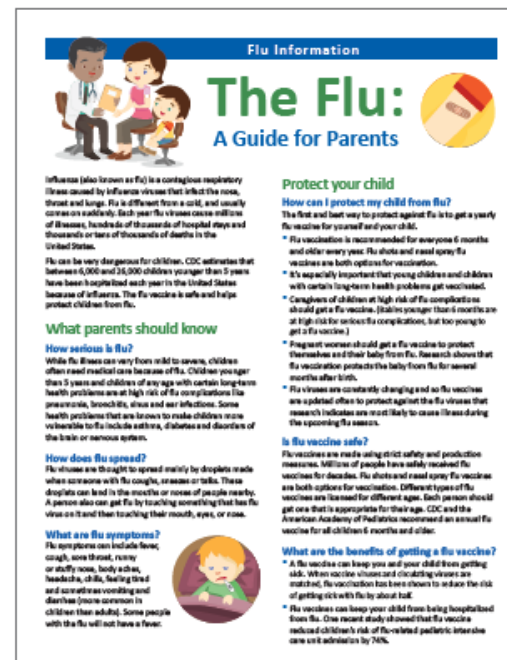
"Fight Flu" Super Hero Poster

www.cdc.gov/flu/pdf/partners/cdc-fight-flu-poster-print.pdf



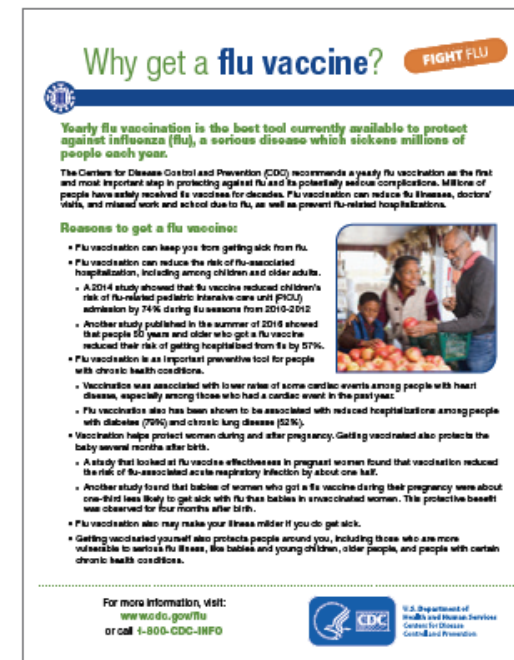
"Fight Flu" Poster

www.cdc.gov/flu/pdf/freeresources/general/fight-flu-poster-green.pdf



Flu Guide for Parents

www.cdc.gov/flu/pdf/freeresources/family/flu-guide-for-parents-2018.pdf



"Why Get the Flu Vaccine?" Flyer

www.cdc.gov/flu/pdf/freeresources/general/why-get-a-flu-vaccine.pdf

Order Free Printed Materials from DHEC

These flu resources can either be printed or ordered for free via the DHEC Educational Materials Library. You will have to create a free account, and then Browse Library, Program "Immunizations" to view materials and order.



"The Flu Can Make You Sick." Bookmark
www.scdhec.gov/sites/default/files/Library/ML-025532.pdf



"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025667.pdf



"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025670.pdf



"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025671.pdf



"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025669.pdf



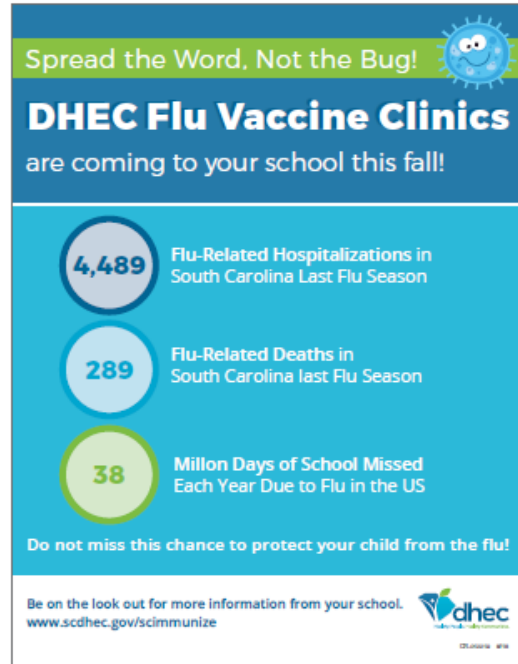
"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025672.pdf




"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/Library/ML-025673.pdf

Materials for DHEC Flu Vaccine Clinics

The following materials are for if you are promoting your school located DHEC flu vaccine clinic. These resources will help you promote your partnership. Post them around the school so that your parents know flu clinics are on the way!



Spread the Word, Not the Bug! 

DHEC Flu Vaccine Clinics
are coming to your school this fall!


4,489 Flu-Related Hospitalizations in South Carolina Last Flu Season

289 Flu-Related Deaths in South Carolina last Flu Season

38 Million Days of School Missed Each Year Due to Flu in the US


Do not miss this chance to protect your child from the flu!

Be on the look out for more information from your school.
www.scdhec.gov/scimmunize

 Division of Health Control and Prevention

Flu Clinic "Spread the Word" Flyer

www.scdhec.gov/sites/default/files/Library/CR-012219.pdf



¡Difunda el mensaje, no el virus! 

¡Las clínicas de DHEC contra la influenza
vendrán a vacunar a su escuela este otoño!


4,489 Hospitalizaciones relacionadas con la influenza en la Última Temporada de Influenza en Carolina del Sur

289 Muertes relacionadas con la influenza en la Última Temporada de Influenza en Carolina del Sur

38 Millones de días de escuela se pierden cada año por causa de la influenza en Estados Unidos

¡No pierda esta oportunidad de proteger a su hijo contra la influenza!

Esté atento para conocer más información proveniente de su escuela.
www.scdhec.gov/scimmunize

 Division of Health Control and Prevention

Flu Clinic "Spread the Word" Flyer (Spanish)

www.scdhec.gov/sites/default/files/Library/CR-012223.pdf

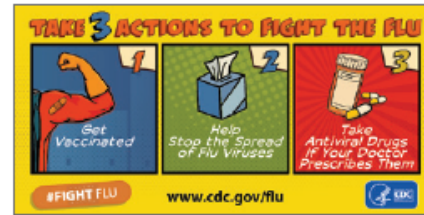
Materials for the Web

Have your public information officers use the following resources on the school website! Have them post these prepared social media posts to Twitter, Facebook, and your school webpage.



Example Text for Facebook and Twitter Posts

www.scdhec.gov/sites/default/files/Library/CR-012264_SMSPosts.pdf



"Take 3" Social Media Image

www.cdc.gov/flu/images/partners/3ActionsToFightTheFlu_Twitter.jpg



"Prevent Flu!" CDC Video

https://youtu.be/QvyaE_eXDJU



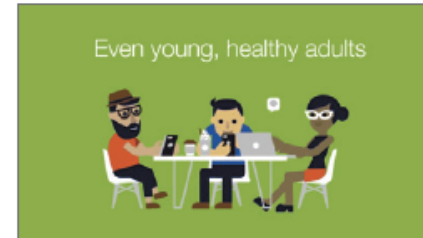
Families and General Audience (Animated GIF)

www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-general.htm



Families with Young Children (Animated GIF)

www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-children.htm



Young Adults (Animated GIF)

www.cdc.gov/flu/resource-center/freeresources/graphics/animated-young-adult.htm

03 The Rollout

- Shared the Resource with Lead School Nurse Consultant
- Shared with our Regional Staff
- Shared with the Department of Education
- Engaged Other Stakeholders
 - South Carolina Immunization Coalition
 - South Carolina Adolescent Immunization Task Force
 - SC Hospital Association
 - Local Health Departments



Contact Us

Brian Conner
Immunization Outreach Coordinator

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Stay Connected



Branding on a Budget:

How Public Health Can Work with Partners on Shared Initiatives or Campaigns

June 2019



SNOHOMISHOVERDOSEPREVENTION

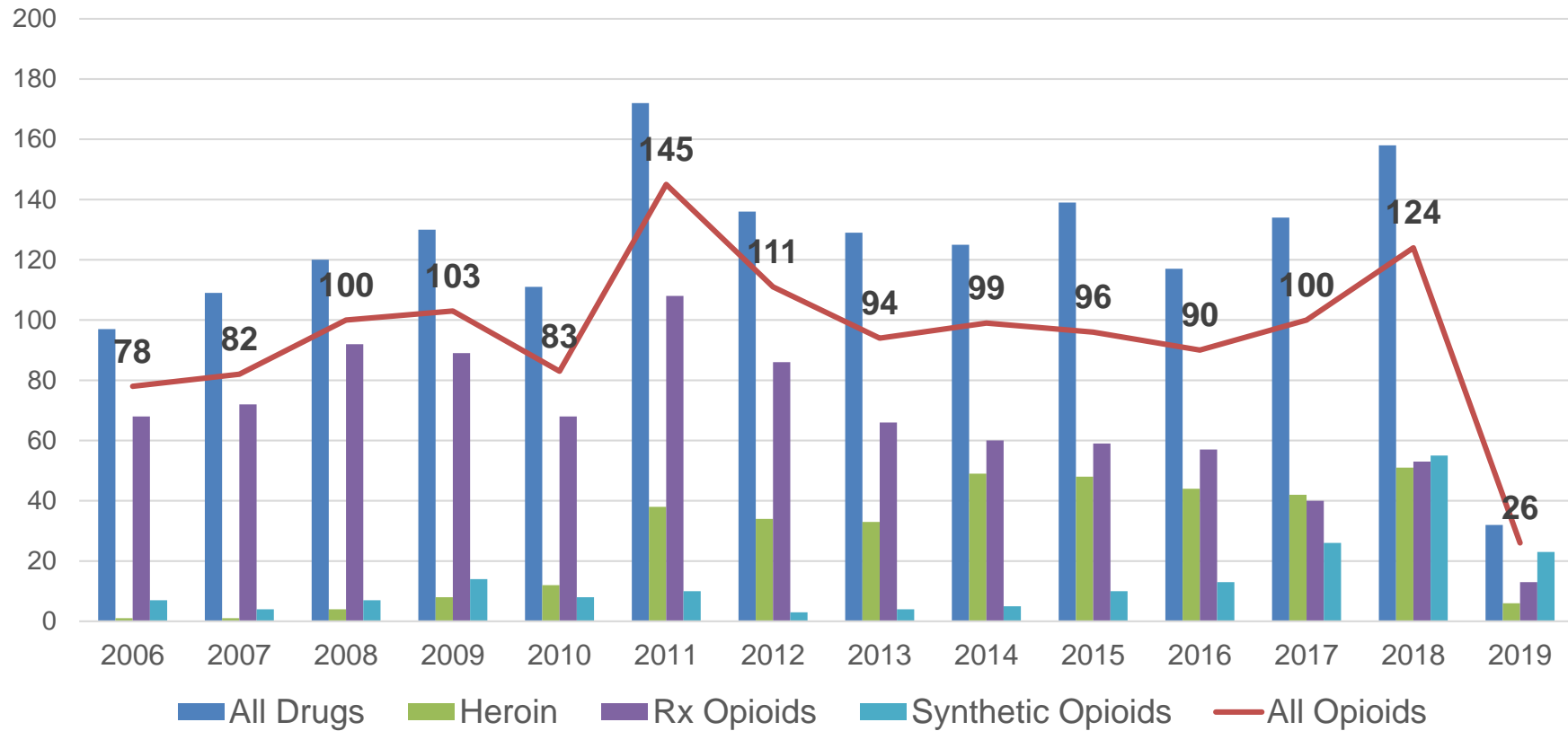
— A COMMUNITY COMING TOGETHER TO STOP —
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Where is Snohomish County?

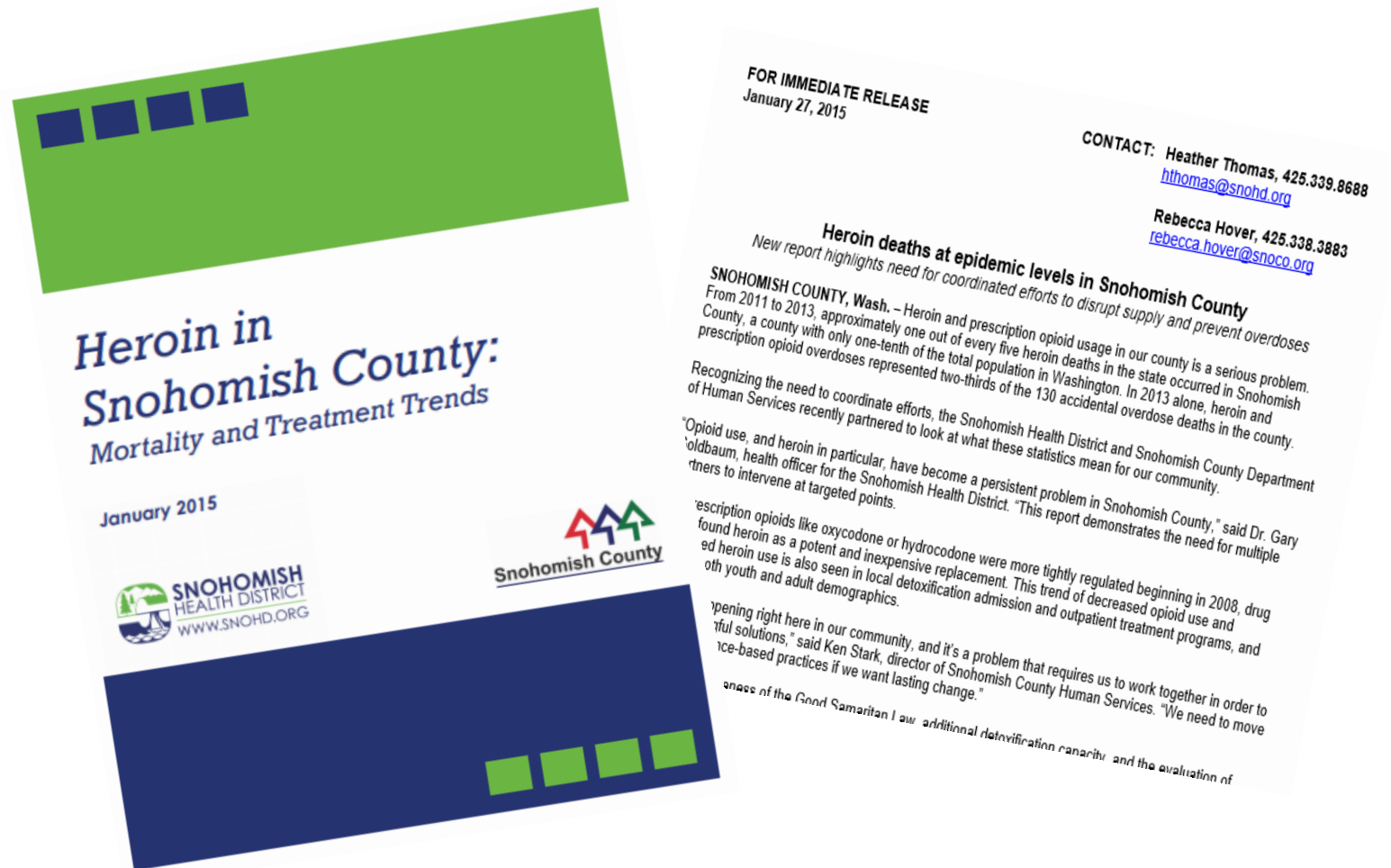


Opioid-Related Deaths by Type

Snohomish County, 2006-2019*
(*2018 & 2019 data is preliminary as of 5/1/19)



Rewind: Houston, We Have a Problem



Developing a Road Show



And Then...



Voila! A One-Stop Resource Portal

FIND TREATMENT OR SUPPORT

NEWS & ALERTS

SNOHOMISH OVERDOSE PREVENTION — A COMMUNITY COMING TOGETHER TO STOP — SNOHOMISH COUNTY'S OPIOID EPIDEMIC

ABOUT OPIOIDS

PREVENTION

FIND TREATMENT OR SUPPORT

RESOURCES

ACTION PLAN

DATA



There's no easy answer when it comes to stopping the opioid epidemic. This website was created to be a one-stop shop for resources. Whether you're trying to understand the problem, prevent addiction, or save a life, this is a place to find information for that first next step.

SNOHOMISH OVERDOSE PREVENTION
— A COMMUNITY COMING TOGETHER TO STOP —
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Lots of Cooks in the Kitchen...LOTS!

- The Snohomish County Opioid Response MAC Group began meeting in late-summer 2017
 - Pushed HARD for Snohomish Overdose Prevention to be the common website/platform
- Officially launched on November 20, 2017
- Agency representatives meet bi-weekly (Mondays)
- Activation extended by County Executive for 2019

A Coordinated Response to the Opioid Epidemic
In Snohomish County

IMPACTS OF THE OPIOID EPIDEMIC

It costs lives daily

Snohomish County experiences around 18% of all heroin-related deaths in Washington although the county comprises only 10% of the state's population. In 2015, approximately 1 out of every 6 heroin deaths in Washington State occurred in Snohomish County. The number of opioid-related deaths in Snohomish County is more than two-and-a-half times the number of motor vehicle fatalities for the past six years (595 opioid deaths compared to 239 traffic deaths for 2011 through 2016).

It costs billions annually

From draining up resources on procedures to treating opioid withdrawal in the jail and at local hospitals to spikes in crime, untreated opioid addiction impacts everyone in our communities. According to a 2017 study by the National Safety Council, the cost in lost productivity now exceeds \$20 billion nationally in 2015. It also found that seven in 10 employees have felt effects in their workplaces through absenteeism, positive drug tests, or decreased job performance.


\$20B

The national cost in lost productivity in the workforce due to opioids

THE OPIOID RESPONSE MULTI-AGENCY COORDINATION (MAC) GROUP

In order to better address this epidemic, Snohomish County Executive Dana Somers, Sheriff Ty Toney, the Snohomish County Council and the Snohomish Health District Board of Health signed a joint resolution on November 8, 2017. This resolution affirmed their commitment to ending the opioid epidemic in Snohomish County through strong partnerships, coordination and collaboration.

Executive Somers also directed the Department of Emergency Management to partially activate the Emergency Coordination Center. While not a formal declaration of emergency, this directive facilitates better coordination and communication across multiple jurisdictions, government agencies and service providers. These agencies and governments throughout the county have formed an Opioid Response Multi-Agency Coordination (MAC) Group.



SNOHOMISH OVERDOSE PREVENTION
A COMMUNITY COMING TOGETHER TO STOP
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

A Need for Collaboration

- **Break down silos**
- **Increase efficiencies**
- **Maximize limited resources**
- **Identify common message and education opportunities**
- **Create awareness of the scope of the problem**

A Shared Social Media Platform



"The Snohomish County jail is the largest de facto detox facility in the county, even though it was never designed to be one."
- Nurse Julie Farris

A Day in the Life:
Opioid Response Efforts Across Snohomish County

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A COMMUNITY COMING TOGETHER TO STOP
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Tune In:
Wednesday, July 25 at 2:00 p.m. for a joint press conference featuring Dr. Mark Beatty and Executive Dave Somers to release 7-day point-in-time data

You can watch it LIVE on Facebook and Twitter. Like and follow Snohomish Overdose Prevention @NoOverdoseSnoCo to stay updated.

#CommunityComingTogether



41,200 syringes collected
40,500 exchanged
4 people tested for Hepatitis C
2 with positive rapid tests.

A Day in the Life:
Opioid Response Efforts
Across
Snohomish County

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Are these in your medicine cabinet?

Codeine
Dilaudid
Fentanyl
Hydrocodone (Vicodin)
Hydromorphone
Methadone
Meperidine
Morphine
Morphine
MS Contin
Oxycodone (Opana)
Oxycodone (OxyContin)
Percocet

They're all opioids. #KnowYourMeds
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SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Cohesive Branding



Coordinated Press Releases/Media

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SNOHOMISH COUNTY'S OPIOID EPIDEMIC

FOR IMMEDIATE RELEASE
July 25, 2018

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Snohomish County Solid Waste Operations Manager Dave Schenhard shows the new disposal site for sealed sharps containers, which are included in free needle clean-up kits, at the recycling and transfer station off Airport Road. (Kari Bray / The Herald)

More needle cleanup and disposal kits available to residents

The free kits, which include gloves, are designed to help people safely get rid of discarded syringes.

By Kari Bray

Tuesday, April 24, 2018 6:14am | LOCAL NEWS | EVERETT



EVERETT — A program that provides free kits to help people safely clean up and dispose of needles is set to expand around Snohomish County.

Starting Wednesday, needle clean-up kits are to be available at five locations. New safe disposal sites are being added, as well.

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SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Inside the 7-day “Point in Time” Count

**2nd Annual
Point-in-Time
July 9-15
2018**

Opioids in Snohomish County:

A Point-in-Time Survey of Overdoses

Partners from across Snohomish County took part in a coordinated data collection project focused on opioid overdoses. The information shown below represents reports from local fire, police, EMS, hospitals, the syringe exchange and the medical examiner's office over seven days.

Driveways were mostly men, with 24 males and 20 females and 3 cases where gender was not recorded.

The youngest age was 17 and the oldest was 73, with 21 of the owners being 21-30 year olds.

Saturday had the highest number of overdoses, with Thursday and Friday having the lowest.

Nearly one-third of the collisions (17 total) happened between noon and 5 p.m.

When looking at race and ethnicity, 77% of the patients were White. Eight were unknown, and the remaining five were either Alaska Natives, American Indian or Hispanic/Latino.

Of the 57 individuals who overdosed, 13% did not have 911 called in response to their medical emergency.

DISCLAIMER: The data included in this summary is based on voluntary reports received from partners. J&J should not be considered exhaustive or lab-confirmed.

OVERDOSES AND DEATHS

During the 7-day period, a total of 57 overdoses were reported that appeared to be related to opiate. Unfortunately, 2 of these overdoses resulted in death.

12 overdoses in one day
recorded on July 14, 2010.

USE OF NALOXONE/NARC

Naloxone, also known as Narcan, is an overdose reversal drug. It is not addictive, nor can it harm a person if used improperly. During this 7-day survey, 72% of the reported overdoses received treatment of Narcan.

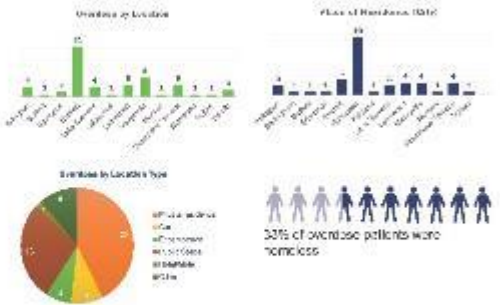
40 lives saved
because of alone
was given during an
exercise.

33 patients
referred radiologically to
Narcosis Unit (police
or EMS)

7 people
were given naloxone by
a nurse, family member
or bystander

LOCATION AND CITY OF RESIDENCE

Data was gathered on the location of windows, both open and closed, as well as where the patient died in place of residence. All but two patients were Spokane County residents. Due to the recording error, we were not able to differentiate between city, rural and unincorporated areas of the county.



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A COMMUNITY COMING TOGETHER TO STOP SNOHOMISH COUNTY'S OPIOID EPIDEMIC



SNOHOMISH OVERDOSE PREVENTION

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Inside the 7-day “Point in Time” Count

FIND TREATMENT OR
SUPPORT



SHARE YOUR STORY

REPORT AN OVERDOSE

NEWS & ALERTS

SNOHOMISHOVERDOSEPREVENTION

A COMMUNITY COMING TOGETHER TO STOP
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

ABOUT OPIOIDS | PREVENTION | FIND TREATMENT OR SUPPORT | RESOURCES | ACTION PLAN | DATA |

Seven Days of the Opioid Epidemic

A New Kind of Survey. The Snohomish Health District conducted its second point-in-time survey in July 2018, tracking overdoses and other impacts of the opioid epidemic in Snohomish County communities. This journal provides a behind-the-scenes look at each day during that week in July, and how opioid addiction affected families and neighborhoods.

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Resource Guide: 10 Things to Know



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The “10 Things to Know” Campaign

10 THINGS TO KNOW ABOUT OPIOIDS

*“DO THE BEST YOU CAN UNTIL YOU KNOW BETTER.
THEN WHEN YOU KNOW BETTER, DO BETTER.”*
-- MAYA ANGELDU

This guide was developed to help you know better and do better when it comes to opioids. Equip yourself with the information and resources to help you. To help your friends and family. To help your community.



**KNOW YOUR MEDS,
LOCK YOUR MEDS**
See page 6



**TALK TO
YOUR PROVIDER**
See page 18



**TAKE BACK
UNWANTED MEDS**
See page 8



**TALK TO
SENIORS**
See page 20



**LEARN ABOUT
ADDICTION**
See page 10



**TALK TO
YOUR KIDS**
See page 22



**KNOW HOW
TO HELP**
See page 12



**GET
INVOLVED**
See page 24



**KNOW WHO
TO CALL**
See page 16



**GIVE
RESPONSIBLY**
See page 26

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SNOHOMISH COUNTY'S OPIOID EPIDEMIC**

SNOHOMISH OVERDOSE PREVENTION

**A COMMUNITY COMING TOGETHER TO STOP
SNOHOMISH COUNTY'S OPIOID EPIDEMIC**

Community Outreach Events



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Pocket Resource Guides

For Current Drug Users

- Don't use when you are alone. Carry naloxone or Narcan, and let others know that you have it.
- If you have been in or out of jail, your body's tolerance to opioids has changed. Use less than you are "used to" to prevent overdose.
- Don't share or mismanage or miscount. Know your syringes, needles and other needles and if they can be re-used.
- Get tested for Hepatitis C and STDs, and get treated if you test positive.

Check the Med Project! Snohomish County Syringe Exchange operates Monday-Friday. Follow www.medproject.com or call headproject or call 425-258-2472 for daily schedule, testing information, naloxone training, etc.

After an Overdose, Detox, or While in Treatment

- An overdose is a medical emergency and you should seek help. Even after naloxone or Narcan is used, you can overdose again.
- Many providers in Snohomish County can now provide buprenorphine, which can cut your risk of death from overdose by 50 percent.
- Try to avoid your old hangout spots or crowds, as they can be triggers that cause you to relapse.
- Find a doctor, counselor and/or support network that can help you stay on the road to recovery.

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Notes:

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Pocket Resource Guide

Looking for information? Ready for a change?
We're here to help.

Prevent Opioid Misuse & Abuse



Talk with your provider for safe and less addictive options for pain.



If you do need an opioid medication, use the lowest dosage for the fewest days as possible. Prescriptions guidelines for those under 24 is less than 3 days, and no more than 7 days for adults.



Lock your meds. Both over the counter and prescription. In a locking bottle, box or cabinet.



Take back unused, unwanted and expired medicine to a MED-Project drop near you. Visit www.med-project.org/locations or call 844-633-7763 for more information.

Learn the Signs & Symptoms of an Overdose

- Loss of consciousness
- Slow, shallow, or no breathing
- Blue/gray or pale skin tone
- Pulse is slow, not there, or not there
- Body is limp
- Face is pale/clammy
- Blue lips or fingernails
- Vomiting

If someone is unresponsive, when the person is sleeping, you can try/try up. If they don't respond, try shaking them, calling their name or rubbing your knuckles over their chest bone.

Never let someone "sleep it off!"

Know How to Help

Carry naloxone or Narcan. Find locations here:
<http://stopoverdose.org/section/find-naloxone-near-you>

If you see an overdose, call 911. Washington's Good Samaritan Law protects you and the victim from being charged for drug use, possession or underage drinking.

Administer the naloxone or Narcan if you have it. If not, do CPR if help arrives.

Talk to someone. It can be unsettling to witness an overdose. Reach out to someone you trust, or call 800-594-3578 or chat at intox.org for free, confidential support.

Know Who to Call

Ready for a change? Here are local resources for help with getting into treatment.

Washington Recovery Help Line: 1-800-368-1561 or 360-461-3276 (24/7)

Washington 2-1-1: 211 is an easy-to-remember number for health and human service information and referrals.

Snohomish Overdose Prevention: Search for treatment options and support services near you at www.snohomishoverdoseprevention.com.

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SNOHOMISH COUNTY'S OPIOID EPIDEMIC

Shared (and Informed) Messaging

Addiction



Substance Use Disorder

A moral failing



A disease

**Solution:
incarceration**



**Solutions: treatment,
prevention**

Addicts



**Julia, Chandell, Hallie,
Monte**



BONUS!

Sneak peeks at a couple of other examples



National Prevention Week

 Snohomish County Council
May 13 · 🌐

It's National Prevention Week and today our topic is Prescription and Opioid Misuse.

Talk to the youth in your life about the dangers of addiction. Make it clear that prescription pills are only to be used as prescribed. Even occasional recreational use can easily get out of hand; prescription pain pills are highly addictive.

Find tips and toolkits for talking to youth at www.drugfree.org.
#NationalPreventionWeek... See More



 **NPW**
national prevention week
MAY 12-18, 2019

In a classroom of **26 sophomores**, the odds are at least **1 uses painkillers to get high**.

Don't assume it's someone else's kid.
Talk to the youth in your life about drug use and addiction.

Inspiring Action. Changing Lives.



 **NPW**
national prevention week
MAY 12-18, 2019

29.6% of sophomores in Snohomish County say they don't have a trusted adult to turn to when they feel sad or hopeless.

Worried or struggling? Go to imhurting.org or call 800-584-3578

Inspiring Action. Changing Lives.



16.1% of high school sophomores in Snohomish County say they recently rode in a vehicle driven by someone who had been drinking alcohol.

 **NPW**
national prevention week
MAY 12-18, 2019

Inspiring Action. Changing Lives.

Public Health is Essential



[Home](#) [What's At Stake](#) [Supporters](#) [Get Involved](#) [Media](#) [Contact Us](#)



publichealthisessential.org



STATE FUNDING FOR CORE PUBLIC HEALTH SERVICES

Tracking, responding to, and preventing costly food and water contamination and disease outbreaks is *essential* to protecting the public's health. Yet new, complex threats and recession budget cuts have made it harder for the public health system to protect and serve Washington's families and communities.

Public Health is a shared responsibility.

Providing public health services and response is a shared state and local responsibility. Some public health services are so critical that they must be provided to every resident of Washington state. Other public health needs may be unique to certain regions of our state, so each community determines and implements locally-driven priorities based on local needs.



FOUNDATIONAL PUBLIC HEALTH IN WASHINGTON STATE

Ensuring all residents can depend on a core set of services, which only governmental public health can provide.

PROGRAMS

A basic set of programs that are accessible to every community across the state.

CAPABILITIES

Capacities & infrastructure to support foundational programming.

MEETING LOCAL NEEDS

In addition to these core programs and capabilities, there are other services implemented to meet community-driven needs.

What's at stake.

Washington's population has grown by more than one million residents since 2000. In that same time, when adjusted for inflation and population growth, public health funding has decreased by 40%. Disease epidemics like Ebola and Zika are more complex, increasing investigation time; and our population is expected to grow by another 2 million residents by 2025. Our families and communities deserve reliable and efficient public health services, information and response.



thank you

contact information

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Q&A



Thank You