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
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

1. Goals
2. Target Demo/Area
3. Resource Needs
4. Budget Needs
5. Timeline
6. Success Measures
School Flu Toolkit
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

“Fight Flu” Poster

Flu Guide for Parents

“Why Get the Flu Vaccine?”
Flyer
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/LibraryML-025632.pdf

"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/LibraryML-035567.pdf

"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/LibraryML-035567.pdf

"Protect Your Family" Flyer
www.scdhec.gov/sites/default/files/LibraryML-035567.pdf

"We're protecting our family"
www.scdhec.gov/sites/default/files/LibraryML-025668.pdf

"We're protecting our family"
www.scdhec.gov/sites/default/files/LibraryML-025668.pdf

"We're protecting our schools"
www.scdhec.gov/sites/default/files/LibraryML-025667.pdf

"We're protecting our schools"
www.scdhec.gov/sites/default/files/LibraryML-025667.pdf

"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/LibraryML-025668.pdf

"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/LibraryML-025668.pdf

"Protect Your School" Flyer
www.scdhec.gov/sites/default/files/LibraryML-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!

**flu clinic “Spread the Word” flyer**

**flu clinic “Spread the Word” flyer (Spanish)**
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.cdc.gov/flu/healthprofessionals/library/CR-01294_ 
SMGflus.pdf

Families and General Audience
(Animated GIF)

www.cdc.gov/flu/healthprofessionalresource-center/fluresources/
graphics/animated-family-general.html

Families with Young Children
(Animated GIF)

www.cdc.gov/flu/healthprofessionalresource-center/fluresources/
graphics/animated-family-children.html

Young Adults
(Animated GIF)

www.cdc.gov/flu/healthprofessionalresource-center/fluresources/
graphics/animated-young-adults.html

“Take 3” Social Media Image

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

“Prevent Flu” CDC Video

https://youtube.com/3y5E_oYDyU
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
Branding on a Budget: How Public Health Can Work with Partners on Shared Initiatives or Campaigns

June 2019

SNOHOMISH OVERDOSE PREVENTION

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)


Graph shows the number of opioid-related deaths over the years from 2006 to 2019, categorized by type:
- All Drugs
- Heroin
- Rx Opioids
- Synthetic Opioids
- All Opioids

Data indicates a peak in 2011 with 145 deaths, followed by a decline through 2019, with a notable drop in 2018 and 2019.
Rewind: Houston, We Have a Problem

Heroin deaths at epidemic levels in Snohomish County

SNOHOMISH COUNTY, Wash. - Heroin and prescription opioid abuse in our society is a serious problem. Since 2011, approximately two out of every three heroin deaths in the state occurred in Snohomish County, a county with only one-tenth of the total population of Washington. In 2013, more deaths and

Recognizing the crisis to conclude efforts, the Snohomish Health District and Snohomish County Department of Human Services recently partnered to build a task force to address these issues within our community.

Snohomish County, in particular, has become a focal point in the heroin epidemic. The Washington Health District for Snohomish County, under Dr. Gary Wilkins, health officer for the Snohomish Health District. "This report demonstrates the need for multiple prevention efforts and education," Wilkins said. "We need to change the culture and perception of opioids in our community, and it's a problem that requires us to work together in order to find solutions." Dr. Lee Shirk, director of Snohomish County Health Services. "The need to move forward is critical, and we need to continue to work together with our partners in finding solutions."
Developing a Road Show
And Then...

WELL WHAT DO
WE DO NOW?
Voila! A One-Stop Resource Portal

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.
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 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

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

"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 Ferns

Tune In: Wednesday, July 25 at 2:00 p.m. for a joint press conference featuring Dr. Mark Beatty and Executive Dave Soriers to release 7-day point-in-time data. You can watch it LIVE on Facebook and Twitter. Like and follow Snohomish Overdose Prevention PODcast to stay updated.

4,200 syringes collected
40,900 exchanged
4 people tested for Hepatitis C with positive rapid tests.

Are these in your medicine cabinet?
- Codeine
- Dilaudid
- Fentanyl
- Hydrocodone (Vicodin)
- Hydromorphone
- Methadone
- Meperidine
- Morphine
- Morphine
- MS Contin
- Oxymorphone (Opana)
- Oxycodone (OxyContin)
- Percocet

They're all opioids. #KnowYourMeds
Cohesive Branding

A Coordinated Response to the Opioid Epidemic in Snohomish County

SAFETY WARNING
Counterfeit Pills Laced with Fentanyl

NEEDLE CLEAN-UP KIT
Once a kit, these containers can be picked up here:

Snohomish County Recycling Areas
1370 84th St NE Everett WA 98207
1031 Nesbit St Everett WA 98203
913 1st Ave S Everett WA 98204

Snohomish Health District
370 8th Ave NE Everett WA 98201

Altria Police Department
608 West 6th Place Marine WA 98279

For more information, visit http://snohomishoverdoseprevention.com/safety-information

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

You now have a place to go for treatment options, resources and information about Snohomish County's opioid epidemic.

www.snohomishoverdoseprevention.com

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Coordinated Press Releases/Media

FOR IMMEDIATE RELEASE
July 23, 2015

CONTACT: Heather Thomas, 425.339.8688
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Shari Irton, 425.249.6283
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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 Kim Erby
Tuesday, April 21, 2015 6:46 am | LOCAL NEWS | NEWS

EXPERT — 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. More safe disposal sites are being added, as well.
Inside the 7-day “Point in Time” Count

Opioids in Snohomish County:
A Point-in-Time Survey of Overdoses

Hundreds were killed, nearly 700 people in 30 days. Many were young, many were marginalized. They were the opioid epidemic’s victims. The data show the importance of prevention and treatment services in our own backyards.

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

Overdoses and Deaths

- Overdose death rate: 13.5 per 100,000
- 12 overdoses in one day

Safe needle exchange

- 400 doses saved
- 30 patients
- 7 people
- 100 unique clients

Location and City of a Reporter

- Everett, WA

Snohomish Overdose Prevention
A Community Coming Together to Stop Snohomish County’s Opioid Epidemic
Inside the 7-day “Point in Time” Count

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.
**Resource Guide: 10 Things to Know**

<table>
<thead>
<tr>
<th>10 Things to Know About Opioids</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What they are:</strong></td>
<td>Tolerance to opioids is demonstrated by a decrease in the effectiveness of opioids as a pain reliever over time. This can lead to higher doses being required to achieve the desired effect.</td>
</tr>
<tr>
<td><strong>Why they can be dangerous:</strong></td>
<td>Opioids can cause respiratory depression, which can lead to hypoxia, a decrease in oxygen levels in the blood.</td>
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<tr>
<td><strong>What you can do to prevent abuse:</strong></td>
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<td><strong>Overdose Prevention:</strong></td>
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<tr>
<td><strong>MED Project Locations:</strong></td>
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**SNOHOMISH OVERDOSE PREVENTION**

A COMMUNITY COMING TOGETHER TO STOP SNOHOMISH COUNTY’S OPIOID PANDEMIC
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.”
—MAURICE HAZELNUT

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

- Know your meds, lock your NDCs
  See page 6

- Take back unwanted meds
  See page 8

- Learn about addiction
  See page 10

- Know how to help
  See page 12

- Know who to call
  See page 16

- Talk to your provider
  See page 14

- Talk to seniors
  See page 20

- Talk to your kids
  See page 22

- Get involved
  See page 24

- Give responsibly
  See page 26

SNOHOMISH OVERDOSE PREVENTION
A community coming together to stop Snohomish County’s opioid epidemic
Community Outreach Events

Upcoming Event
OVERDOSE PREVENTION NIGHT

Everett AquaSox
Everett Memorial Stadium
Saturday, September 1
Gates open at 5:00 p.m.
First pitch of celebration at 6:05 p.m.

SNOHOMISH OVERDOSE PREVENTION
A COMMUNITY COMING TOGETHER TO STOP SNOHOMISH COUNTY’S OPIOID EPIDEMIC
Pocket Resource Guides

For Current Drug Use
- Unbase and refer your community member to emergency medical services if the use of the drug is overdose
- Provide your community member with a referral to a treatment program
- Ensure your community member has access to emergency medical services
- Inform your community member of the potential consequences of using drugs
- Refer your community member to a treatment program

Prevent Opioid Misuse & Abuse
- Encourage the use of opioid treatment
- Promote the use of opioid treatment
- Encourage the use of opioid treatment
- Promote the use of opioid treatment
- Encourage the use of opioid treatment

After an Overdose, Denial, or Help is a Treatment
- Encourage your community member to seek help for drug addiction
- Encourage your community member to seek help for drug addiction
- Encourage your community member to seek help for drug addiction
- Promote the use of opioid treatment
- Encourage the use of opioid treatment

Learn the Signs & Symptoms of an Overdose
- Look for these signs:
  - Inability to wake up
  - Difficulty breathing
  - Uncontrollable nausea
  - Numbness or tingling

Know How to Help
- Call 911 immediately
- Use naloxone if available
- Keep a naloxone kit available

Know Who to Call
- Snohomish Overdose Prevention
- Snohomish County Health Department
- Snohomish County NAS Program

SNOHOMISH OVERDOSE PREVENTION
A COMMUNITY COMING TOGETHER TO STOP
SNOHOMISH COUNTY’S OPIOID EPIDEMIC
Pocket Resource Guide
Looking for information? Ready for a change? We’re here to help.
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

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

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.

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

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

thank you

contact information
For more info, please contact:

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Q&A
Thank You