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)
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.

“Protect Your Family” Flyer

“Protect Your Family” Flyer
www.scdhec.gov/sites/default/files/LibraryML-025670.pdf

“Protect Your Family” Flyer
www.scdhec.gov/sites/default/files/LibraryML-025671.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-025672.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!

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/administration

Flu Clinic “Spread the Word” Flyer

¡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!

DÍFUNDAN el mensaje, no el virus!

Dígale a sus estudiantes, amigos y familiares sobre la importancia de las vacunas.

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.vccs.edu/sites/default/files/library/CT-012564_SMSPhoto.pdf

Families and General Audience
(Animated GIF)

www.cdc.gov/flu/healthprotection/families-general.html

Families with Young Children
(Animated GIF)

www.cdc.gov/flu/healthprotection/families-youngchildren.html

Young Adults
(Animated GIF)

www.cdc.gov/flu/healthprotection/families-youngadults.html

“Take 3” Social Media Image

www.cdc.gov/flu/healthprotection/partners/3actionsfightflu/Twitter.jpg

“Prevent Flu” CDC Video

https://youtu.be/OyysF__XQJU

Get a Flu Vaccine

www.cdc.gov/flu
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
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

Heroin in Snohomish County: Mortality and Treatment Trends

January 2015

Heroin deaths at epidemic levels in Snohomish County

SNOHOMISH COUNTY, Wash. — Concern and prescription opioid usage in the county is a serious problem. From 2015 to 2017, approximately one out of every five heroin deaths in the state occurred in Snohomish County, a county with only one-sixth of the total population in Washington. Prescription opioid overdoses represented nearly 10% of the 318 accidental overdose deaths in the county.

By working the need to combat this issue, the Snohomish Health District and the Snohomish County Department of Human Services recently partnered in a program to treat and support people for our community.

‘Opioid use is a social problem, has become a persistent problem in Snohomish County,” said Dr. Gayle Hull, health officer for the Snohomish Health District. “This report demonstrates the need for multiple strategies and programs to address this issue. Prescription opioids are now the leading cause of death among adults and young people who die by suicide in this state.”

Heroin is epidemic in our community, and it’s a problem that requires us to work together in order to address it. “This is a significant problem that we are facing today,” said John Dierking, director of Snohomish County Human Services. “We must be proactive in addressing this issue and work together to find solutions.”

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

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

Tune In:
Wednesday, July 25 at 2:00 p.m. for a joint press conference featuring Dr. Mark Beazley 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 to stay updated.

#CommunityComingTogether

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

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4.1,200 syringes collected
40,500 exchanged
4 people tested for Hepatitis C
2 with positive rapid tests.

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Are these in your medicine cabinet?

- Codeine
- Dilaudid
- Fentanyl
- Hydromorphone (Vicodin)
- Hydromorphone
- Methadone
- Naloxone
- Morphine
- Oxycodone (OxyContin)
- Percocet

They’re all opioids. #KnowYourMeds

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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
Coordinated Press Releases/Media

FOR IMMEDIATE RELEASE
July 25, 2016

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

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 Ken Brady
Tuesday, April 12, 2016 6:14 am | LOCAL NEWS

SNOHOMISH COUNTY — 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, more clean-up kits are to be available at five locations. New safe disposal sites are being added, as well.

SNOHOMISH OVERDOSE PREVENTION
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SNOHOMISH COUNTY’S OPIOID EPIDEMIC
Inside the 7-day “Point in Time” Count
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

10 Things to Know About Opioids

What they are, why they can be dangerous, and what you can do to prevent abuse.
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.”
— MATTHEW ARNOLD

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

- 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 18

- 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 declaration at 6:06 p.m.

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

[Image of event]
Pocket Resource Guides

For Current Drug Users

- Staff trained to assist you and your loved ones in recovery services.
- Connect with a resource specialist 24/7 to talk about your options.
- Learn more at: https://www.snohomishoverdoseprevention.org.

Prevent Opioid Misuse & Abuse

It takes 20 minutes to save a life. Call now: 1-800-622-1003.

Learn the Signs & Symptoms of an Overdose

- Use of Narcan
- Incoherence, sweating, slurred speech
- Rapid breathing, nausea
- Feelings of dizziness, drowsiness

Know How to Help

Contact: EvergreenHealth Snohomish, 41511 SE 9th St, Everett, WA 98204

Know Where to Call

Ready to call? Call 911. EvergreenHealth Snohomish, 41511 SE 9th St, Everett, WA 98204

Snohomish Overdose Prevention

Snohomish County’s Opioid Epidemic

Pocket Resource Guide

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

SNOHOMISH OVERTDOS PREVENTION
A COMMUNITY COMING TOGETHER TO STOP
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

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 imhunting.org or call 800-554-3576


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.


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

Public Health is Essential

publichealthisessential.org
thank you

contact information
For more info, please contact:

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Q&A
Thank You