

MRC Leadership Summit

Special Topics Session: Branding and Communications Strategies

Zoom Tips

- Today's session is being recorded
- Recordings will be available via the NACCHO MRC Webpage
- Please Use the Chat Function.
- Please Use the Zoom Q&A Function
 - Submit questions
 - Comment on questions
 - Upvote other questions

Audio Settings ^



Chat



Raise Hand



Q&A

Leave Meeting

Branding and Communications Strategies



Kimberly Rodgers, MA
NACCHO Communications Manager



Nancy Burns, BA, EMT, CHEP
Upper Merrimack Valley (MA) MRC
Unit Leader



Monica Tipton, M.Ed.
Tarrant County (TX) MRC
Unit Leader

Using Social Media to Strengthen Your Brand

*Kimberly Rodgers,
Communications Manager, NACCHO*

The Importance of a Strong Brand

- **What is brand?**

A person's gut feeling about a product/company

- Influenced by perceptions and experiences
- Reflects the face, personality, and values expressed by your organization

- **Why does brand matter?**

- Credibility, trust, loyalty
- Partnership-building
- Organizational culture



Why Social Media?



72% of adults in America use some type of social media

More than half (**55%**) of adults get news from social media

Establishing a Social Media Presence



Identify which channels your audiences use most frequently



Assign trained staff to manage social media channels



Integrate social media into communications plans



Establish social media use policies

Building a Following

- Include social media info in standard communications

Kimberly Rodgers, MA (*Pronouns: she/her/hers*)

Communications Manager

National Association of County and City Health Officials

Phone: 202-507-4258 | Fax: 202.280.1043 | krodgers@naccho.org



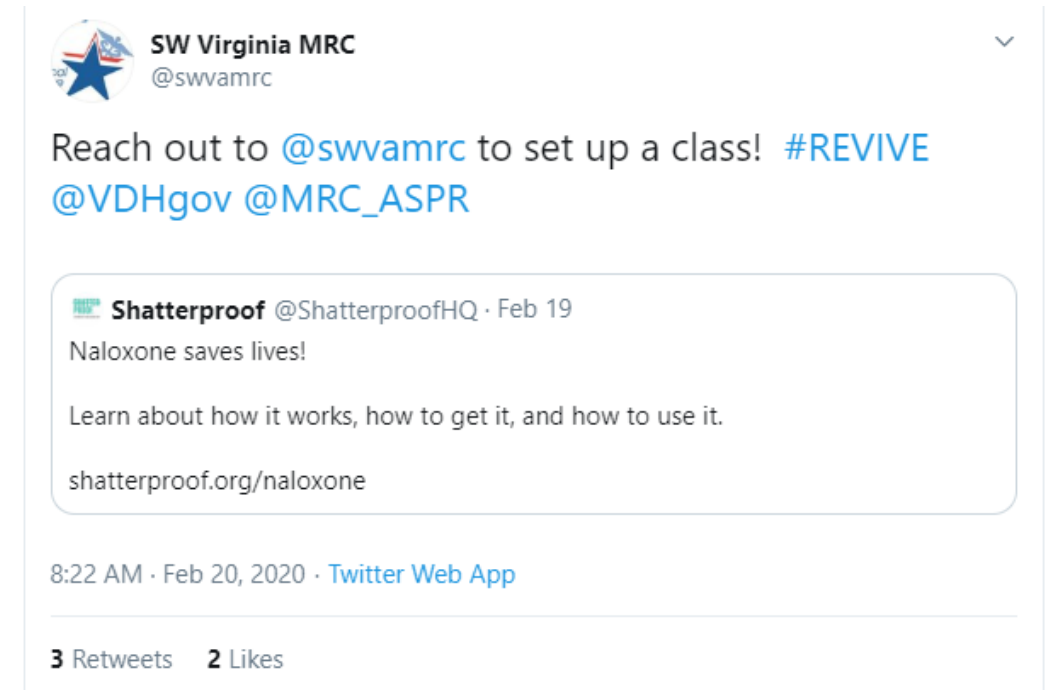
- Promote social media verbally at public events (meetings, trainings)

Building a Following

- Tag partners to broaden reach

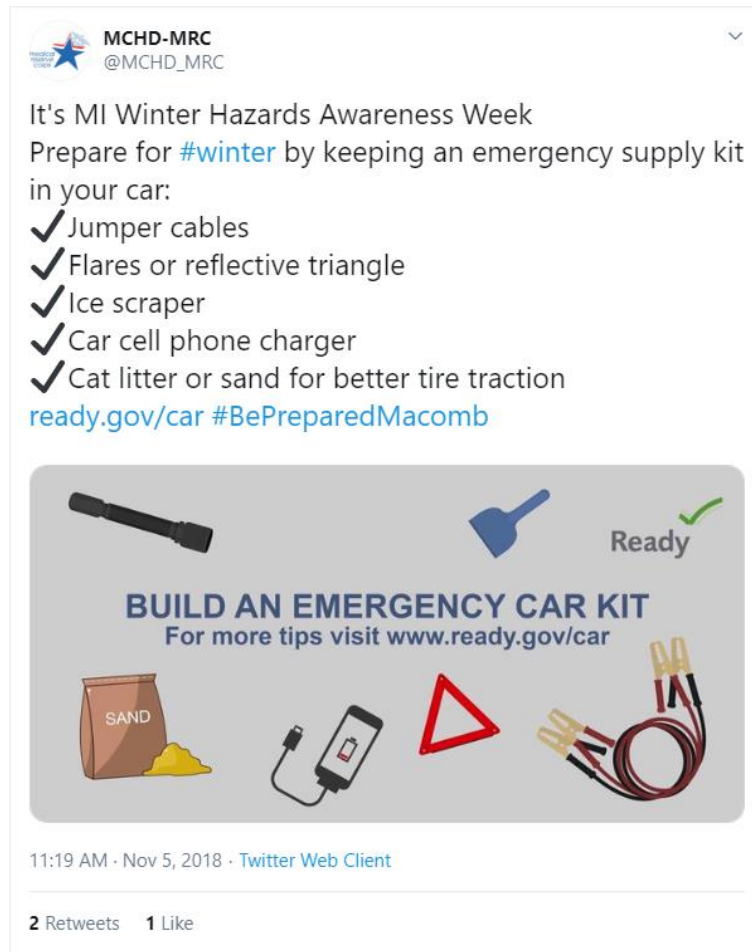


- Leverage relevant tweets to promote activities/services



Building a Following

- Use graphics, photos, and videos



- Develop a content calendar

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive



Planning Content

- **Research and use relevant hashtags**
 - *Response-specific:* #COVID19, #HurricaneHarvey, #WoolseyFires
 - *Issue-specific:* #wildfires, #immunization, #flooding, #naloxone
 - *General:* #medicalreservecorps, #emergencymanagement, #preparedness, #disasterrelief, #disasterrecovery
- **Make it fun**
 - Spotlight volunteers
 - Highlight MRC accomplishments

Overcoming Social Media Challenges

What if there are restrictions on who can post social media?

- Request that MRC-related posts be integrated into the social media calendar
- Provide your content calendar to the approved social media manager

What if we don't have the capabilities/capacity to manage social media?

- Capabilities
 - Solicit social media-savvy volunteers
 - Share free courses/trainings to strengthen skillsets
- Capacity
 - Establish a small social media volunteer team and rotate responsibilities
 - Use scheduling tools, such as HootSuite or TweetDeck

Contact Information

Kimberly Rodgers
Communications Manager, NACCHO
kr Rodgers@naccho.org



<https://www.naccho.org/communications/health-department-communications>



Promoting and Building the MRC Brand

Nancy Burns, BA, EMT, CHEP

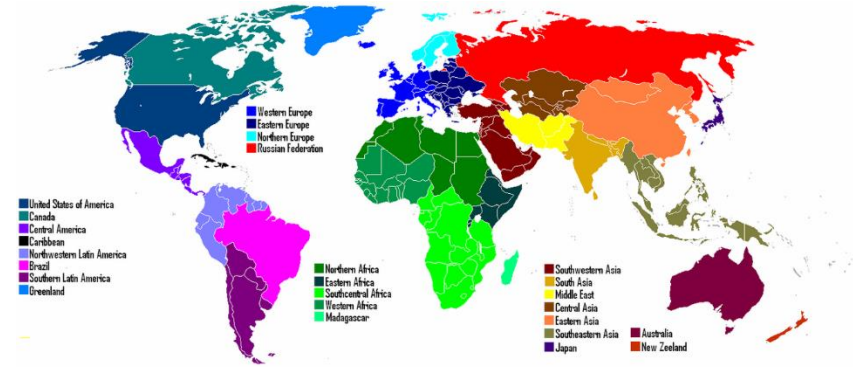
Upper Merrimack Valley (MA) MRC Unit Leader

Lessons from COVID-19

Impact on **EVERYTHING!**



Plans came to a screeching halt



Perspective: *Global* impact



Disaster Response is Job #1



Nobody's 'got this' – no quick fix.



Lessons from COVID-19

Best Practices for ALL Units



Respond, don't react.



Collaborate and be positive!



Focus on what we CAN do. What are *your* COVID successes?

Great service is your best promotion!

Lessons from COVID-19

MRC Successes

- Responses helped each community and the region
- New members ('raining volunteers')
- Wide range of activities over time
- Engagement at all levels (medical, behavioral, admin,...)
- Adaptability! (See list of assignments.)

Projects We Wanted

- Alternate care site support
- Contact tracing
- Clinical role at test sites
- Hospital backfill

Obstacles

- Reluctance to risk exposure
- Each unit is different
- Had to leverage our strengths



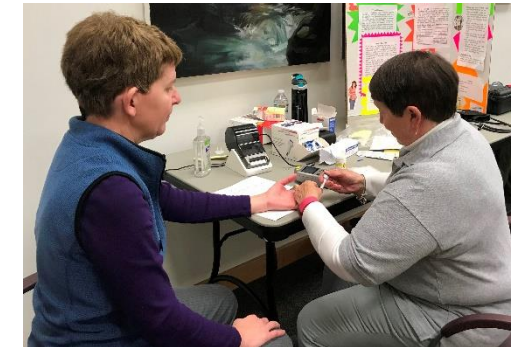
Leverage Your History

Non-COVID Promotion and Branding

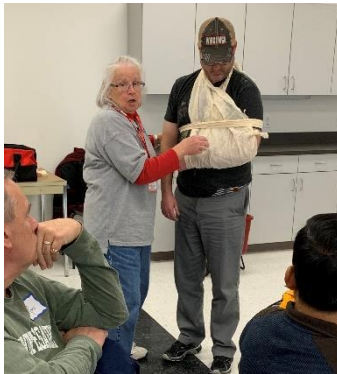
Opportunities for ALL Members – Cultivate transferrable skills



Sporting events (bike race, marathon)



Health screenings



First Aid, CPR, UHA, Stop the Bleed



Flu, pneumonia, shingles clinics



Create Connections



Hosted MMS STB-I Class

We Try Stuff!



Supported FEMA Launch



Collaborate w/ MCC Staff



Public Health *Jeopardy!*



Submitted Wake-Up Call



Equine Therapy Seminar



Cultivate Partnerships

ENGAGE WITH THE COMMUNITY

Wellness events

Regional fairs

Guest speakers

Mentor youths



Mantras

“Every reason to speak with a customer is goodness.”

Learn from other units!

Develop a new mind-set:

Transition from USSG to ASPR



Keep a healthy perspective!



PR and Branding

BE VISIBLE! Logo and contact info everywhere.

Traditional:

- Business cards, event signage, bulletin boards
- Polo shirts, hats, lanyards, badges
- Newsletters, postcards, print materials



PR and Branding

Non-traditional:

- Dog vests
- BP slips
- Social media
- What else???



Free event!
*Rallying Resilience
Against Depression*

Join us on Tuesday, April 14, 2020

with presenters:
**Alison Christopher, LICSW
and Jon Mattleman, MS**


An up-to-the-minute snapshot of the mental health issues affecting our region's youth. To register, call 978-399-2549 or e-mail NBurns@WestfordMA.gov.

7:00 pm, Stony Brook Middle School, Westford

Registration/refreshments at 6:15

Submitted for 2 medical CEUs



 Upper Merrimack Valley Medical Reserve Corps www.UMVMRC.org 978-399-2549				
Date	Right	Left	Pulse	Comments

More Tips

CLASSES FOR THE RIGHT REASONS

CPR and First Aid to muni employees, unique seminars for volunteers
TTX to unite collaborators, EP for seniors,...

HELP OUT

Cover events for HD's when staffing transitions; be a hero???

CULTIVATE YOUTH ENGAGEMENT

HOSA options, community service hours

LEVERAGE MEDIA OPTIONS

Ask when on-camera (still pix or video): *Is the logo in frame?*

<https://youtu.be/RrI1MaJs2U8>

CELEBRATE DONORS

Gladly highlight vendors on all signage!



Challenges / Solutions

- Restrictions on use of funding
 - Can't feed volunteers?
 - Can't buy polo shirts?
 - Can't buy give-aways?
- Seek unrestricted resources
 - Taught CPR, same pmt. as any AHA-I
 - Join National MRC Assn! (501-C3)
- Become indispensable!
- Encourage word-of-mouth



Keep In Touch!

Upper Merrimack Valley MRC

Director:

Jeffrey Stephens: 978-399-2543
jstephens@westfordma.gov

Coordinator:

Nancy Burns: 978-399-2549
nburns@westfordma.gov

Westford Health Department

55 Main Street, Westford, MA 01886
978-692-5509

www.UMVMRC.org ← Upper Merrimack Valley web site

www.MaMedicalReserveCorps.org ← MA web site

<https://mrc.hhs.gov/> ← NEW National MRC web site

Supporting *your* community in a disaster!



Strategies for Marketing Your MRC

Monica D. Tipton, M.Ed.

*Tarrant County Medical Reserve Corps
Fort Worth, Texas*

The IT'S of Branding

- It is a process
- It won't happen overnight
- It is worth the effort!



Become a Leadership Whisperer

- Give them the information they need to become your biggest advocate.
- Don't assume they know the in's and out's of the MRC unit
 - How many volunteers you have
 - How many you would like to have
 - How they support the community
 - How they support the organization
 - The value (in dollars) that MRC unit



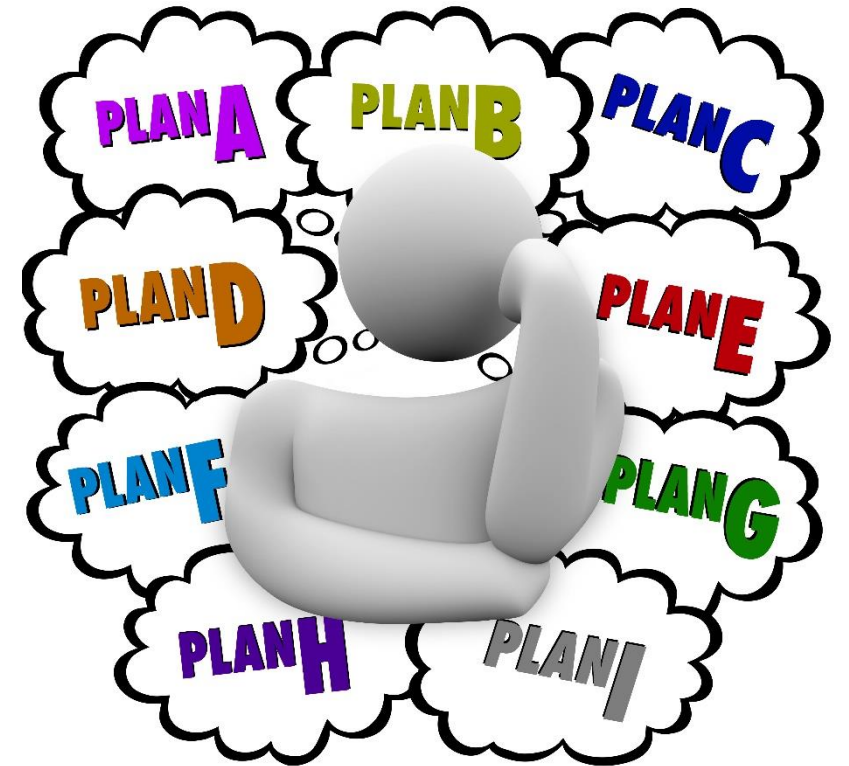
See the Big Picture

- It's More than a Logo
- What do you hope to accomplish?
 - Short-term goals
 - Long-range goals



Tarrant County's Approach

- Leadership involved in the entire process
- Realized we were not marketing experts
- Accepted the fact that our existing recruitment strategies ineffective
- Established SMART Goals
- Shifted our thought process related to funding opportunities



Our Goals

- Name Recognition
- Clarification
- Call to Action
- Provide sense of purpose/pride/affiliation to volunteers



Be A Local Hero ~ No Cape Required!



It's an Ongoing Process

Phase 1

- Focus Groups & Surveys
 - To determine public perception of the Tarrant County MRC
- Development of:
 - 5-year marketing plan
 - Logo
- Launch Website

Phase 2

- Review of what worked well/not-so-well with previous 5-year marketing plan.
- Developed new 5-year plan
- Logo Revision
- Tagline Development
- Website Redesign

Recruitment Materials – Before



You Benefit When You Help the Community

All volunteers receive comprehensive orientation and training and will have opportunities to:

- Receive additional disaster and emergency response training
- Receive free professional Continuing Education Units (CEUs) for selected trainings
- Stay up-to-date on pressing public health issues with briefings provided by Tarrant County Public Health
- Become a part of a group committed to protecting the public's health
- Network with other professionals
- Develop new skills
- Participate in hands-on disaster drills and exercises
- Relish a sense of pride and accomplishment as you serve your community



Register Now To Be a Local Hero

To become a member and/or obtain additional information about the Tarrant County MRC, visit
www.bealocalhero.org/tarrantcounty



Tarrant County Public Health
Medical Reserve Corps
1101 S. Main Street, Ste. 2600
Fort Worth, TX 76104
817-321-5319
817-321-5446 (fax)
Email: mrc@tarrantcounty.com



Tarrant County Public Health

Safeguarding our community's health
<http://health.tarrantcounty.com>

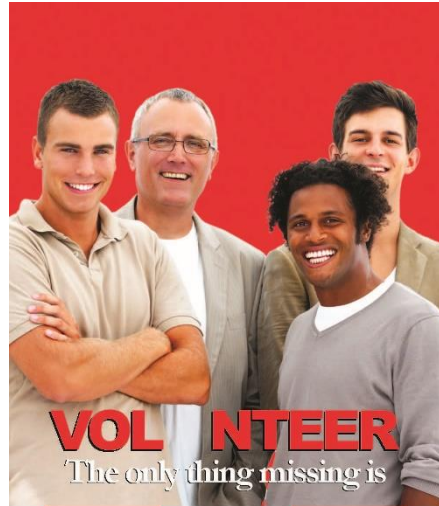
**BE A
LOCAL
HERO**



Join The
Tarrant County
Medical
Reserve
Corps

Volunteer
Call 817-321-5319

Recruitment Materials - After



**BE A
LOCAL HERO**

Tarrant County Medical Reserve Corps

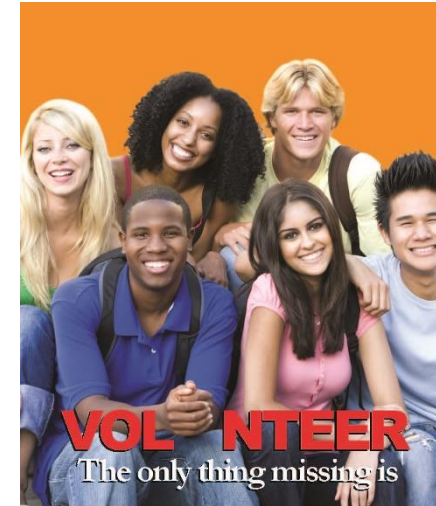
www.BeALocalHero.org/TarrantCounty
(817) 321-5319



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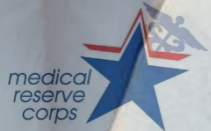


NACCHO
National Association of County & City Health Officials



Impact

From 150 volunteers to 2,000+ volunteers





- Be willing to step outside your comfort zone!
- Funding – don't focus on what you can't purchase...focus on what you can!
- Develop a branding strategy and review it at least every 5 years to assess what's working and what's not.
- Involve your volunteers in the process

Communicating Our Brand

- Volunteers are addressed as “Local Heroes” in all forms of communication.
- Social media posts to showcase volunteers in action
- Continuous investment in advertising (social media, streaming radio)
 - **All** advertisements include the phrase “Local Hero” in some manner
- Encourage volunteers to wear their t-shirts even when they are not working as an MRC volunteer
- Include in email signature – it’s more effective than you think!

Our Latest Social Media Ad

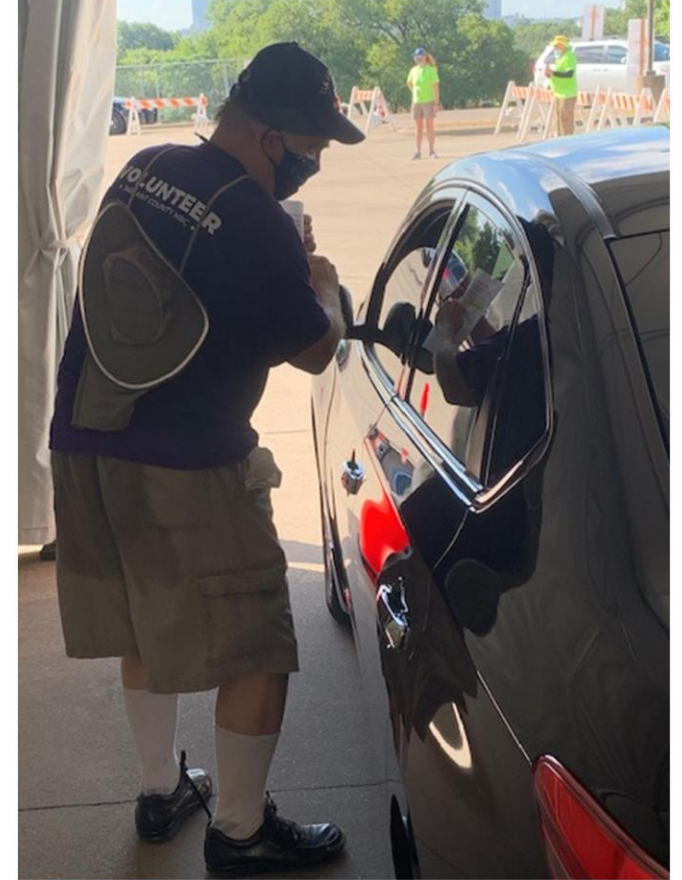
<https://vimeo.com/artsandlabor/review/420696214/87e8b2a7f4>



TCMRC Response to COVID-19

- Local Heroes have worked more than 2,000 hours assisting with response activities, including:
 - Drive-thru testing
 - Contact Tracing
 - COVID-19 Hotline
 - Meal Delivery
 - Well Check Calls
 - Drive-thru food pantries

TCMRC Volunteers in Action



Lessons Learned

- Need to assess capabilities and develop guidelines related to virtual (remote) volunteering.
- Not be so reliant on in-person classroom-based trainings.
- Not all internal staff are receptive to volunteer assistance.
- Overwhelming amount of opportunities
- Not enough me to go around
- Remember to practice self-care

Contact Me

Monica D. Tipton, M.Ed.

Tarrant County MRC Volunteer Coordinator

Tarrant County Public Health

1101 S. Main

Fort Worth, Texas 76104

817-321-5330

mrc@tarrantcounty.com

www.bealocalhero.org



Q&A

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Q&A

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