



**Public Health**  
Prevent. Promote. Protect.

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**Greene County**

## **ABSTRACT**

This marketing plan describes the health district's method of organizing public health messaging to increase awareness, healthy years of life and quality of life, while evaluating the success of the marketing initiatives.

# **MARKETING PLAN**

Public Health Marketing Plan and Branding Style Guide

*Draft Version 1.2 – January 10, 2014*

# Marketing Plan

## Authorization and Document Control Information

### Marketing Plan Version

Marketing Plan, Marketing Public Health: Assess, Act, Evaluate. Public Health Marketing and Branding Style Plan, Draft Version 1.1 January 10, 2014

### Authorized Signature

\_\_\_\_\_  
President  
Greene County Board of Health

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Document Control Information

<u>Version</u>	<u>Date</u>	<u>Rationale for Revision</u>	<u>Date Approved</u>
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# Marketing Plan

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# **Marketing Plan**

## **Background**

Unlike the traditional marketer, the public health marketer might face a market in which there is no demand for the service or product, negative demand for the product, or an unwholesome demand for an alternative product that runs counter to the desires of the public health practitioner. Contrary to other commercial sectors, the public health mindset of planners should be ready to go beyond a single product; prepared to perceive the product as an increase in awareness of existing services, a change in lifestyle, impact upon social and economic conditions, or changes in social policy. The idea of an expansive view of the public health marketing perspective seeks to improve health status of individuals, groups and communities through empowerment, greater freedom to make healthy choices, and greater control over life that comes with improved health.

The marketing plan is one part of the overall set of plans derived from the organization's mission. The suite of plans will include the Community Health Improvement Plan (CHIP), the Workforce Development Plan, the Marketing Plan, the Quality Improvement Plan, and the Strategic Plan. This means that these plans should be considered when developing each specific marketing campaign.

Each plan is one aspect necessary to fulfill the health district's mission and exist as a unified effort to that end. The basic outline of each of the plans should include background information, purpose consistent with agency mission, goals, objectives, strategies, conclusion and budgets.

## **Marketing Purpose**

The purpose of the marketing plan is to outline the method used by the health district to organize marketing campaigns in order to satisfy the public health information needs of a group or groups of consumers.

## **Marketing Goals**

1. Broad community awareness of public health purpose and services
  - a. Increase perception among the public, policy makers and decision makers concerning the value of public health
  - b. Public health is critical to the public's welfare, therefore resources must be allocated to support public health activities
2. Differentiate the health district from other governmental departments
3. Draw a distinction between public health, and personal or clinical health service providers
4. Specific public health issues identified in the CHIP are addressed
5. Strengthen relationships with key organizations, agencies and policy makers
6. Promote the use of evidence-based strategies to reduce at-risk behaviors
7. Promote brand identity as part of the larger public health system.

# Marketing Plan

## Steps of a Marketing Campaign

The marketing plan is carried out through a series of marketing campaigns. Each marketing campaign will include the major sections of the outline below:

1. Establish a purpose.
2. Assess marketing needs
  - a. Perform internal analysis
  - b. Perform external analysis
3. Select target audience
  - a. General public
    - i. Health Promotion
    - ii. Risk Reduction
    - iii. Emergency
  - b. Our clients
    - i. Clinics
    - ii. Case management
    - iii. Environmental
    - iv. Vital Statistics
    - v. Internal
  - c. Stakeholders
    - i. Funders
    - ii. Policymakers
    - iii. Officials
    - iv. Agencies/Partners
4. Set goals and objectives
5. Define strategies.
  - a. Develop action strategies
  - b. Assign responsible personnel
  - c. Provide appropriate control procedures
  - d. Develop plan to communicate with internal and external stakeholders
6. Limited and full implementation
7. Evaluate (return on investment)
8. Report of evaluation
9. Redefine goals and objectives

## Branding Style Guide

The health district establishes and maintains an identity in the community to promote understanding of the services provided and value of public health to the community. Greene County public health is part of a system of health districts working across jurisdictions to assure public health needs through prevention, protection and promotion.

# Marketing Plan

## Purpose

The Greene County Board of Health (BOH) encourages the use of the health district logo to promote health district activities, materials and services. Consistent use of the logo is part of identifying health district services to the public. Its use allows the health district to become more visible and recognizable to policy makers, the media and the general public, convey pride in public health that increases morale of public health workers, and achieve equal recognition as emergency responders. The BOH supports the use of the national public health logo to raise awareness of the value of the public health system. Like other public services that protect the community and respond in times of crisis, local health districts should be visible and understood by the community it serves.

## Scope

The scope of service of the health department brand is inclusive across the service areas and recognizable to clients and sponsors of all the programs, services, and activities. The brand message and attributes are carried through all mediums of communication through the use of color, typography, photography, and other brand elements. Proper usage is important to ensure the quality of the experience of every employee and client. When we write, present to our community and interact with individuals, our image attributes guide our tone of voice and our actions.

## Logo Standards

The style guide is available:

[http://www.naccho.org/advocacy/marketing/nationalidentity/upload/PH\\_Identity\\_Guide.pdf](http://www.naccho.org/advocacy/marketing/nationalidentity/upload/PH_Identity_Guide.pdf) and has been incorporated as the guide for all uses of the logo including the parameters for color.

1. Logos will be stored on the health department secured digital location that all authorized staff can access.
2. The current marketing plan's symbols, seals, catch phrases, addresses, websites, phone numbers, and other essential branding elements will be made available to authorized staff for promotional purposes on the secure digital location.
3. These approved branding elements should not be changed unless through the marketing planning process.
4. Unacceptable uses of the logo include condensing, skewing, distorting, manipulating, modifying or redrawing the logo in any way. Colors, printing type or other elements inside the logo should not be change. Changing the alignment of shapes within any of the branding elements or placing the logo where the logo is not clearly defined is unacceptable.
5. The versions approved for use should only be used for authorized health district activities.
6. Logos are available in black and white, color and grayscale.
7. See examples on the next page. Logos are customizable for programmatic use, i.e. Help Me Grow, Women Infants and Children and Medical Reserve Corps.

# Marketing Plan

- American Psychological Association (APA) guidelines should be used for formatting anytime references or citations are needed.



In summary, the agreed upon branding should be flexible to meet the emerging demands of the market place. The brand should remain consistent to allow for a fair and unbiased assessment of the effectiveness of a marketing campaign.

## Typeface Standards

When used carefully and consistently, typography can be a powerful tool in creating brand style. Times New Roman has been selected for most applications because it is modern, simple and readable. In most documents, letters should always be typed in 12 point font, black on standard letterhead. 1" margins are used. Documents, plans and letters will be single spaced. Business cards, social media outlets and photo identification cards for staff will also utilize typography consistent with this plan. Heading 1 should be black text (or logo blue), 16 font and bold. Heading 2 should be black text (or logo tan), 12 pt. font (could be bolded for emphasis). Heading 3 should be black text and italicized. Paragraphs should not be indented in most documents.

### Primary Typeface: Times New Roman

#### TIMES NEW ROMAN

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(!?>@#\$%&\* \_+{}|)

#### TIMES NEW ROMAN ITALIC

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(!?>@#\$%&\* \_+{}|)*

#### TIMES NEW ROMAN BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890(!?>@#\$%&\* \_+{}|)**

#### TIMES NEW ROMAN ITALIC BOLD

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890(!?>@#\$%&\* \_+{}|)***

### Secondary Typeface: Bookman Old Style (logo font)

#### BOOKMAN OLD STYLE

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ  
 1234567890(!?>@#\$%&\* \_+{}|)

#### BOOKMAN OLD STYLE ITALIC

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(!?>@#\$%&\* \_+{}|)*

#### BOOKMAN OLD STYLE BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890(!?>@#\$%&\* \_+{}|)**

#### BOOKMAN OLD STYLE ITALIC BOLD

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890(!?>@#\$%&\* \_+{}|)***

# Marketing Plan

## Communication Strategy

For public health, there may be emergent issues in regard to communications. Standardization of the message and adherence to the chain of command in regard to formal communications has led to success in emergencies. Communication strategies may utilize print media, signage, digital, public presence and services. The health district will integrate the factors that lead to positive health into the overall marketing strategy and implement ongoing evaluation of the strategies.

As part of the health district's overall strategic plan, the health district will manage tasks and utilize the talents of our staff to lead the community to specific outcomes. To that end, standard operating procedure will include a review by the Public Information Officer (PIO) and Health Commissioner of forms, logoed apparel, brochures, print media, email signatures, letterhead, envelopes and flyers to assure consistency between the use of a logo and the marketing plan. See page 9 for a complete list of the variety of methods used to communicate.

## Integration

This marketing plan seeks to assure that all health district staff, the Board, and all Greene County residents have a clear understanding and commitment to the brand image of public health. A marketing program plan is developed annually to detail the marketing and public relations efforts.

Each marketing campaign links advertising goals to health outcomes. The marketing campaign targets link to one of the purposes of the marketing plan.

There are exceptions to the marketing cycle, such as emergent public health issues that are critical; and, although may span a longer time period, are largely single events. These events vary by the date or time frame.

### *The Public Information Officer*

The Public Information Officer (PIO) determines the content of the marketing cycle by developing campaigns for a marketing cycle. The PIO will be involved at various levels of each campaign. All marketing campaigns will be approved by the PIO and Health Commissioner. The PIO is the point of contact for the media and promotes health district and foundation events. Priority will be given to campaigns that directly support the CHIP and Strategic Plan of the health district. Next in priority will be campaigns that support grants and programs of the health district. For lower priority campaigns the PIO may be just a content reviewer and approver. The PIO is to remain aware of the organization's philosophy and strategic goals in order to implement a client/customer oriented marketing plan.



# Marketing Plan

## *Example of a Marketing Initiative*

### The New Sign



Early in 2013, the Greene County Combined Health District purchased a new sign for the driveway. The sign replaced an aging lettered marquee. The marketing campaign would begin by specifying the purpose of the sign. The purpose could be two-fold: 1) to replace the older deteriorating sign, and, 2) to promote health services. The measured effect on the awareness of clients from the upgraded sign is unknown. The marketing campaign effect could be measured by monitoring the number of scheduled appointments for various clinics promoted.

### *How we measure our Success:*

- Non-cash return on investment (including societal benefits and how to measure them),
- Number of exposures from campaign (clients, residents),
- Opportunity costs (alternate ways you could have spent your money),
- Number of interactions and/or new “likes” or “follows” on our social media pages,
- Target audience. Public health is in a unique position to segment the population by demographic and health status more than any other sector of government,
- Flexibility. When disease “hot topics” are not of immediate concern, marketing goals become broader, such as organizational name recognition and awareness among residents and businesses in the community,
- Variable or fixed costs,
- Versions or sub-parts of the overall campaign.

### *Methods of Communication:*

- **Print Media** including Yellow Pages, Health District’s Annual Report, billboards/banners/signage, prescription & literature bags, magazine & newspaper ads, press releases/media alerts,
- **Digital Media** including Radio public service announcements (PSAs)/talk shows, TV appearances/PSAs, On Hold messages (phone system), social media, and websites (organization and others),
- **Public Presence** including health fairs, Speaker’s Bureau requests, festivals, the county fair, and mobile flu clinics.

## Conclusion

The marketing plan guides all communication of the health district. It serves the organization as one of five plans intended to achieve the agency’s mission and vision.