How to Rebrand Your Health Department
Announcements

1. All participants will be muted during the presentation. Participants will be able to ask questions or make comments during the Q&A portion of today’s session.

2. This session will be recorded. Presentation materials and recording will be posted in the Public Health Communicator Peer Network Online Community later this week.

3. If you need tech support, please send Michael Milligan a message via Zoom chat.
Agenda

01 Introductions

02 Discussion (30 mins)
   a. Setting the Stage
   b. The Basics
   c. The Rebrand Plan: Tiered Approach
   d. Tools to Use for Your Rebrand
   e. Conclusion

03 Questions and Answers
Objectives

Explore the intersection of public health and branding by examining the traits and trends of contemporary consumers

Identify the rationale and optimal timing for rebranding your health department

Learn how to rebrand your health department through a tiered approach, according to your capacity, funding and needs

Understand how to measure and achieve rebranding success using tools and resources
Meet the Team

Dan Yaeger
Demo: 46
Pronouns: he/him
Priors: National Community Pharmacists Association (NCPA), American Cancer Society, CDC
Fun Fact: Tonsils and adenoids can grow back... I’ve had them removed twice

Emily Bonaparte
Demo: 32
Pronouns: she/her
Priors: New Orleans Health Dept, Community Service Society of NY, digital strategy
Fun Fact: My first boss was an Instagram travel influencer
SETTING THE STAGE
What is the Public Health Brand?

Public Health touches all people and sectors, from a branding perspective this provides communicators with an "in" to captivate their audience.
Who is Today's Consumer

Today's consumer, just like consumers of the past, are MOST concerned about three things:

1. Price
2. Convenience
3. Product

Demographic factors such as: Socioeconomic status, Geography, Age, Gender, Race/Ethnicity, and Sexual Orientation all play a large role in WHAT branding will resonate with WHO.

Who is Today's (Young) Consumer...

**POLITICAL AND PERCEPTIVE**
Politics/perception play a larger role in brand persona
Amid societal woes, younger generations are driven by mission/social impact – a natural fit for public health
Growing interest in ownership of companies they invest in

**ONLINE, CONTENT-HUNGRY, EASY TO REACH**
Expect strong aesthetics and for-profit branding
Value authentic voices and diversity
Expectation of brand presence online but high levels of skepticism

Future Planning: Consumer Trends

As we look to the future, trends specific to this demographic can be utilized to help you plan:

1. Increasingly diverse
2. Increase in college education
3. Net worth decreasing for those under 35/increase in debt
4. Marriage and child rearing are happening later in life
5. Despite economic burdens, spending is staying the same
   - Higher investment in experiences versus goods
   - More online shopping, but spending less time doing it

Audience development and testing are integral for public health departments as they ensure that communication efforts effectively reach diverse populations with tailored messages. By understanding audience preferences, behaviors, and cultural nuances through testing, public health departments can optimize their strategies to promote health literacy, engagement, and behavior change within communities.

**Role of audience testing in public health:**
- Understand Target Audience
- Message Development and Refinement
- Assess Message Comprehension and Recall
- Evaluate Attitude and Behavior Change
- Selection of Communication Channels
- Cultural Sensitivity and Relevance

**Type of Audience Testing:**
- Surveys
- Focus Groups
- Interviews
- A/B Testing
- Social Media Listening
- Heatmaps
- Field Testing
An Introduction to Branding

What is branding?
A brand is the identity and story of an organization that makes it stand out from competitors that provide similar products or services. The goal of branding is to earn space in the minds of the target audience and become their preferred option for doing business.

For example:
— An individual isn't looking to buy an electric car they are want to buy a Tesla.
— They are reaching not for soda but for a Coca-Cola.
— You aren't buying just any phone you are upgrading your Apple product.

As a health department you aren't looking to make sales but it's important your audience knows you are the trusted and preferred voice of health in your community. Each health department already possesses a distinct brand, representing the perception it projects to the community on a daily basis.

As this perception evolves over time, it's essential to proactively monitor and adjust the department's brand strategy. Neglecting this can result in an unintentional brand identity. By establishing a clear brand, vision, and strategy, a health department can position itself as a proactive leader in enhancing community health outcomes.

What is a Rebrand?

Rebranding is a marketing initiative in which a brand’s identity (*i.e.* its “look and feel”) is changed, for the purposes of influencing how a brand is perceived in the minds of its audience.

A new logo DOES NOT equal a rebrand

While a rebrand can include updating visual elements such as a logo, color palette, typography, etc. – it does not have to.

A rebrand isn't only aesthetic

A true transformation looks at all brand elements including vision/mission, brand voice, strategic values, social media, desired audience, etc.

A rebrand is not all or nothing

While a rebrand should have the commitment of your team and be a part of your annual strategic plan – capacity and financial resources can be fitted to your needs.
Why Rebrand?

The result is more engagement and influence with your community that could lead to:

- Better health outcomes
- Lower capacity needs (staffing & financial commitment)
- Stronger community action & support
- Ease communication and lower risk of friction
- Increase in funding
- A strong competitor of for-profits
- Rebuild trust in public health
**Case Study**

**CHALLENGE**
COVID pandemic drove a wedge between the Missoula City-County Health Department and the population it serves. People think of the health department, and they think of licenses and restrictions; however public health involves so much more. The department wanted to let their community know that they are here as part of the community, to serve the community.

**SOLUTION**
The change includes a new logo with new colors and a new visual identity to make it more recognizable to the community. The key elements include a new name, new logo, new website, new signage on the building and a new color scheme. MPH also notes the new name is shorter, easier to remember and aligns with other public service organizations.

**RESULT**
Modernized branding coincided with improvements to their online capabilities —leading to significant increases in engagements, improved operations through online forms and better understanding of health department offerings.

“We’re excited to bring this new brand to our work because it represents our efforts to be a warmer, more welcoming service provider to our community,”

—Damian ChaseBegay, Missoula Public Health Health Officer and Director
Laying the Groundwork for Your Health Department Rebrand

01 Follow your strategy
- What are your goals for this year?
- In three years?
- What metrics equal success?

02 Examine your sticking points
- Where do you repeatedly run into challenges?
- What issues do staff routinely bring up?
- Where do you hear silence or negative feedback from your community?

03 Set intentions with your audience
- Who are you currently reaching?
- Who are you trying to reach?
- What personas comprise them?
- Are you incorporating cultural and linguistic nuances to fit your audience?

04 Measure your impact
- Set strategic goals as well as analytics up to measure outcomes and changes over time.
Phases of a Rebrand

**Brand Discovery**
Perform SWOT analysis by evaluating your brand identity, community perception, and competitors to understand your (current) brand position.

**Brand Strategy**
Create a formal brand plan including brand architecture (if applicable), brand positioning, communications strategy, naming, and tagline.

**Brand Identity**
Refreshing the visual elements of your brand including logo, typography, colors, and imagery.

Phases of a Rebrand

Brand Guidelines

Creation of a sharable document and SOPs that showcase internally and externally how others can implement the rebrand

Brand Development

A follow-up to the identity phase, audit other communication touchpoints (ex: social media, newsletters, etc.)

Brand Roll-out

Your internal and external showcasing of the changes to your brand

Brand Implementation

Additional Elements to Consider for a Rebrand

- **Language Justice/Translation**
- **Website**
- **Politics**
- **Out of Home**
- **Accessibility**
- **Storytelling**
- **Social Media** (including paid strategy)
- **Programming**
- **SEO**
THE REBRAND PLAN:
TIERED APPROACH
Low Budget / Low Capacity

1. **Brand Discovery**
   - Communications (platform & goals) audit

2. **Brand Strategy**
   - Create formal plan including brand architecture (if applicable), brand positioning, and communications strategy

3. **Brand Development**
   - Pick 3-4 priority platforms to audit and refresh communication touchpoints (ex: social media, newsletters, etc.)

4. **Brand Roll-out**
   - Celebrate the rebrand externally by showcasing the changes in a low-cost way such as email announcement, social media toolkit, etc.

5. **Brand Guidelines**
   - Create short and simple reference document geared to communications staff on the SOPs for the rebrand

*If a current platform or strategy doesn’t align to your rebrand goals, budget or capacity let it go, this can be a longer-term vision.
Mid Budget / Mid Capacity

1. **Brand Discovery**
   - Communications (platform & goals) audit
   - Community perception (focus group and/or data review) audit

2. **Brand Strategy**
   - Create formal plan including brand architecture (if applicable), brand positioning, and communications strategy

3. **Brand Development**
   - Audit all digital platforms and refresh communication touchpoints (ex: social media, newsletters, etc.)

4. **Brand Roll-out**
   - Celebrate the rebrand externally by showcasing the changes in a low-cost way such as email announcement, social media toolkit, etc.
   - Hold internal rebrand rollout to create buy-in among non-communications staff to champion rebrand

5. **Brand Guidelines**
   - Create short and simple reference document geared to communications staff on the SOPs for the rebrand
   - Create a bi-annual event (lunch and learn, training, etc.) for staff to be refreshed on best practices

*If a current platform or strategy doesn't align to your rebrand goals, budget or capacity let it go, this can be a longer-term vision.*
High Budget / High Capacity

1. **Brand Discovery**
   - Communications (platform & goals) audit
   - Community perception (focus group and/or data review) audit
     + Competitor analysis

2. **Brand Strategy**
   - Create formal plan including brand architecture (if applicable), brand positioning, communications strategy, naming, and tagline

3. **Brand Identity**
   - Update logo, typography, colors, and imagery (hire specialty firm)

4. **Brand Development**
   - Audit all digital platforms and refresh communication touchpoints (ex: social media, newsletters, etc.)

5. **Brand Roll-out**
   - Celebrate the rebrand externally by showcasing the change among digital avenues (email, social media, etc.) and with an in-person event
   - Hold internal rebrand rollout to create buy-in among non-communications staff to champion rebrand
   - Pitch rebrand to relevant news outlets

6. **Brand Guidelines**
   - Create short and simple reference document geared to communications staff on the SOPs for the rebrand
   - Create quarterly events (lunch and learn, training, etc.) for staff to be refreshed on best practices
   - Create monthly meetings for communications staff to review metrics, analytics, opportunities, and challenges to rebrand

Source: "How to develop your rebranding strategy", Canva, Jan, 2024.
## A Closer Look at a Communications Audit

### Establish Objectives and Scope:
- Define the objectives of the communications audit, such as understanding current brand perception, evaluating communication channels, and identifying strengths and weaknesses.
- Determine the scope of the audit, including the departments, programs, and communication channels to be assessed.

### Gather Information:
- Collect all existing communication materials.
- Compile data on audience demographics, communication goals, key messages, and previous branding efforts.

### Review Materials:
- Analyze the collected materials to assess consistency, clarity, tone, messaging, and alignment with brand values and objectives.
- Evaluate the effectiveness of different communication channels in reaching target audiences.
- Identify any gaps, inconsistencies, or areas of improvement in the current communication strategy.

### Stakeholder Interviews:
- Conduct interviews with key stakeholders, including department heads, staff members, community leaders, and target audience representatives.
- Gather insights on perceptions of the current brand, communication challenges, audience preferences, and desired brand attributes.

### Benchmarking and Comparative Analysis:
- Benchmark the health department’s communication efforts against industry standards and best practices.
- Conduct a comparative analysis of communication strategies used by other health departments or similar organizations.
- Identify opportunities to adopt successful strategies and differentiate from competitors.

### SWOT Analysis:
- Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to summarize findings from the audit.
- Highlight strengths to leverage, weaknesses to address, opportunities for improvement, and potential threats to the rebranding effort.

### Report and Recommendations:
- Prepare a comprehensive report summarizing the findings of the communications audit.
- Provide actionable recommendations for enhancing the health department’s communication strategy and aligning it with the goals of the rebranding effort.
Material Checklist for Your Communications Audit

Print Materials:
- Brochures
- Pamphlets
- Flyers
- Posters
- Reports

Digital Content:
- Website pages
- Blog posts
- Social media posts
- Email newsletters
- Online ads
- Infographics

Internal Communications:
- Employee newsletters
- Memos
- Training materials
- Staff meetings/presentations

Community Engagement Materials:
- Event announcements/promotions
- Community calendars
- Public service announcements (PSAs)
- Educational materials

Visual Identity:
- Logos
- Branding guidelines
- Graphics
- Photography

Audiovisual Content:
- Videos
- Podcasts
- Webinars

Health Education Materials:
- Brochures/booklets on specific health topics (e.g., nutrition, vaccination, disease prevention)
- Educational videos
- Interactive online tools

Surveys and Feedback Mechanisms:
- Patient satisfaction surveys
- Community feedback forms
- Social media listening
- Online reviews and ratings

Media Relations:
- Press releases
- Media kits
- Media pitches
- Interviews/articles in newspapers, magazines, and online publications

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TOOLS TO USE FOR YOUR REBRAND
Tools to Know, Tools to Use

Free Digital Campaign Tools:
- Hootsuite
- Buffer
- X Pro
- Later
- MailChimp
- SproutSocial
- Google Analytics

Free Design Tools:
- Canva
- UpSplash
- Pexels
- Nappy
- iStockPhoto by Getty Images

Good Public Sector Branding (the competition):
- Oklahoma Dept. of Wildlife (TikTok)
- NJGov (TikTok)
- NJGov (Twitter)
- Milwaukee Public Library (TikTok)
- US Consumer Product Safety Commission (Twitter)
- NASA (Twitter)
- Department of Defense (Facebook)
- TSA (Instagram)

Additional Resources:
- Currant: Connecting TikTok Creators & Non-profits
A Note on Language Justice & Translation

Federal Resources:
- National Standards for Culturally & Linguistically Appropriate Standards (CLAS) in Health Care Services: https://thinkculturalhealth.hhs.gov/clas
- LEP Digital Services & Websites: https://www.lep.gov/digital-services-and-websites
- Plain Language & Health Literacy: https://www.plainlanguage.gov/

Training Resources:
- Georgetown Center for Cultural Competence: https://nccc.georgetown.edu/index.php
- Language Justice Curriculum
A Note on Language Justice & Translation

Translation Tools & Services:
- Translation Tools Recommended By Translators
- AI Translation & Tools
- Babelbox
- Working with Interpreters - Best Practices
- Preparing an Interpreted Event
- Multilingual Zoom Google Slides
- Native American Language Map
- Meta: No Language Left Behind AI Model – translates 200 languages

Public Translation-Oriented Facebook Groups:
- https://www.facebook.com/groups/482278688626300/
- https://www.facebook.com/groups/teachaboutjustice/
- https://www.facebook.com/groups/httpsgo.irl.com0ksmgtpgal8j02kl9ycoeitb/
- https://www.facebook.com/groups/1350912165009235/

Language Access Vendors:
- https://communitylanguagecoop.com/
- https://gongmingcollective.wordpress.com/
- https://www.cenzontle.coop/
Q & A Discussion

If you would like to submit a question to our speaker, please raise your hand or type your question into the Q&A chat box located at the bottom of your Zoom window.
Tell Us What You Think

Help us evaluate this training by visiting completing the evaluation form. You can access the link in the chat or by scanning the QR code below:
Thank You

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