Your Brand - Your Promise
A driving force behind reaching your community.

A brand is about creating an experience. More directly, it’s the public’s first impression of your organization. Your brand is more than a name and a recognizable logo. It evokes a memory or an emotion that grabs people’s attention. Your brand is your organization’s personality and identity. Every organization has an identity, whether it is intended or not. If we do not shape our identities, others will.

Brands are a visual and verbal expression of an organization’s mission, vision and values. They go beyond a marketing campaign, printed brochures or social media messages. Your brand encompasses your organization’s culture (who you are), service descriptions (what you do), its mission and vision (where you are going) and values (why you matter).

A strong brand sends a powerful message and maximizes your visibility. It engages people and communities, by telling a compelling story about why your organization exists and how you make change. As a result, your organization strengthens its credibility and increases public trust.

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Creating Your Brand

Intentional Identity and Shaping the Public’s Perspective

Each person in your organization works diligently to bring several professionals, ideas and methods to the table. Collectively, we want to efficiently and effectively maximize our reach to the people we serve within our community. We have similar goals; to enable others toward obtainable solutions. Together, when we align our objectives to address concerns within our county, we reduce duplication and accomplish the tasks we've set out to do.

The branding process starts with your mission, vision and values. Your strategic plan is the foundation to begin building your brand and creating brand awareness. By doing so, you intentionally form your organization’s identity and send a message about who you are and how your role within our community makes a difference. As a result, we help shape the public’s perspective on why Ottawa County is the place to be where people want to live, work and play.
Benefits of Brand Building

Why bother?

- Strengthens an organization’s culture.
- Provides focus, clarity and energy.
- Builds resilience, strength and community partnerships.
- Know who we are; why we do what we do; and how we make a difference.
- Gain recognition and referrals from individuals, families and businesses.
- Increase funding and policy making opportunities.
Our Branding Process

Our Vision Healthy People

Mission

Ottawa County Department of Public Health will assure conditions in which all people can achieve optimum health.
Public Health

Our Role

- Respond to public health concerns, disease outbreaks and health hazards.
- Work together with community partners.
- Educate to help prevent the spread of sickness and disease.
- Empower people toward healthy solutions.
- Provide relevant and timely information.
- Be a source and a voice for health in our community.
Brand vs. Identity

What’s the difference?

**Brand**
- Creates an experience.
- Forms an identity.
- Shapes perceptions.
- Evokes an emotion.
- Strengthens loyalty.
- Builds trust and confidence.
- Presents a visual representation.
- Driven by:
  - an organization’s name,
  - market research,
  - promotional materials,
  - public relations,
  - people’s feedback,
  - and evaluation.

**Identity**
- Defines characteristics.
- Builds a unified culture.
- Generates recognition; using many types of media.
- Stands out - differentiation.
- Consistent use of a brand’s visuals;
  - logo,
  - layout themes,
  - colors,
  - and fonts.
- Enables a response;
  - effective messages,
  - tell stories, and
  - call to action.
Authenticity

Distinct

- Only a story we can tell.
- Believe in our mission, vision and values.
- Be an ambassador of our department.
- A promise we can deliver.
- Creates credibility/trust among public and partners.
- Unified, strong, focused and resilient department.
- Our department’s characteristics.
  - Who we are?
  - What is our purpose?
  - Why do we do what we do?
  - How do we make a difference?
Brand Personality

Who are we?

- **Do we reflect our values?**
  - **Equality:** All people will be valued and treated with dignity and respect.
  - **Integrity:** We will uphold the highest level of ethical standards.
  - **Excellence:** We will provide the highest quality product, service and customer experience.

- **Have we developed a culture within our department?**

- **Do our intentions and actions reflect our messages?**
  - Connected with our community.
  - Fiscally responsible.
  - Reliable health resource.
  - Care for the health and safety of individuals and families.
  - Offer necessary programs and services that address health concerns.

- **How do people perceive us?**
Differentiation
What sets us apart?

Vision
Healthy People

Mission
Ottawa County Department of Public Health will assure conditions in which all people can achieve optimum health.
Differentiation

Public Health Achievements

- Vaccinations
- Motor Vehicle Safety
- Safer Workplaces
- Control of Infectious Diseases
- Decline in Deaths from Heart Disease and Stroke
- Safer and Healthier foods
- Healthier Mothers and Babies
- Family Planning
- Fluoridation of Drinking Water
- Recognition of Tobacco as a Health Hazard

1918 Epidemic
Soldiers ill with Spanish influenza at a hospital ward at Camp Funston, KS. One of the largest epidemics in the history of the world, killing an estimated 50 million people. More people than who died in WWI.*
**Brand Research**

**Environmental Scan & SWOT Analysis**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Value</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>263,801</td>
<td>Population</td>
</tr>
<tr>
<td>Population Density (per sq mile)</td>
<td>468.2</td>
<td>Population</td>
</tr>
<tr>
<td>%Females</td>
<td>51.00%</td>
<td>Gender</td>
</tr>
<tr>
<td>%Males</td>
<td>49.00%</td>
<td>Gender</td>
</tr>
<tr>
<td>%White</td>
<td>85.70%</td>
<td>Race</td>
</tr>
<tr>
<td>%Black or African American</td>
<td>1.30%</td>
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</tr>
<tr>
<td>%American Indian or Alaska Native</td>
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<td>Race</td>
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<td>Race</td>
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<tr>
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</tr>
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</tr>
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<tr>
<td>%Population under 5 years old</td>
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<td>%Population 5 to 17 years old</td>
<td>19.30%</td>
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<td>%Population 35 to 44 years old</td>
<td>12.60%</td>
<td>Age</td>
</tr>
<tr>
<td>%Population 45 to 64 years old</td>
<td>25.10%</td>
<td>Age</td>
</tr>
<tr>
<td>%Population over 64 years old</td>
<td>11.80%</td>
<td>Age</td>
</tr>
</tbody>
</table>

**Internal Strengths**

- Dedicated employees.
- Exceptional customer service.
- Cooperation and teamwork.
- Responsive to emerging issues.

**Internal Weaknesses**

- Bureaucracy and limited flexibility.
- Limited resources for planning and evaluation.
- Limited in how we collect data.

**External Opportunities**

- Increase Public Health awareness as issues emerge.
- Collaboration with community partners.
- Increase contact with the media (proactive).
- New policy implementation.

**External Threats**

- Decrease in funds; resulting in less opportunity to share the value of PH.
- Limited understanding of PH in the community. If we don’t intentionally shape our identity, others will.

*OCDPH 2010 Analysis*
Market Definition

Positioning

What do we provide?
- Environmental Health
- Clinical Health
- Community Health
- Health Promotion
- Prevention Education

Prevent. Promote. Protect.
Market Definition

Descriptors

Health Department
- Governance
- Authority
- Prevention
- Protection
- Citizens
- Identify Threats
- Local, State and Federal Mandates
- Compliance
- Health Emergencies

Public Health
- Prevention
- Prolonging
- Promoting
- Collaboration
- Individuals and Families
- Neighborhoods to Global Communities
- Identify Threats
- Better Quality and Length of Life
- Inform, Educate and Empower
- Health Emergencies
- Nutrition
- Wellness
- Personal, caring and connected
Audience Segmentation

Who do we serve? What do they want?

Residents want health concerns addressed.

- Decrease obesity and chronic diseases.
- Increase health education and awareness on nutrition.
- Increase access to nutritious foods.
- Increase access to health care, oral health and mental health.
- Decrease substance abuse.

Businesses want economic stability and a healthy workforce.

Policymakers want to guide decisions toward solutions.

Media wants relevant, timely and accurate information for the public.

Health Partners want to work collaboratively to meet similar objectives.
Perceptions

What do people think about public health?

**OCDPH Public Opinion Survey: December, 2010**
- Most respondents felt OCDPH is heading in the right or fairly right direction.
- Majority of respondents felt OCDPH treats people with equality and integrity, while providing high quality health services.
- Public gratitude towards OCDPH services, especially during time of economic need.

**MALPH Perception Research: January, 2006**
- PH needs to focus more attention on prevention.
- Cost of disease treatment is an important factor.
- MI supports PH, especially for children.
- Jobs and the economy is the most important issues for MI.

**Ottawa County Survey of Public Opinion: October 2002**
- 93% of respondents (n=400) agreed OC is a safe place to live.
- 63% of respondents agreed recycling services are sufficient.
- 93% of respondents were satisfied with Ottawa County Department of Public Health (OCDPH).
- Respondents wanted more spending on environmental protection (44% net), drug prevention and treatment (36% net) and public health services (25% net).
Perception
What do people think about public health?

Gilmore Group, Exploration of Public Knowledge of PH Services: 2001
- Limited of understanding about PH.
- Serves all people with emphasis on local.
- Protects health through empowerment.
- No well known connection between services and PH.

- PH should not be invisible.
- PH should not be abstract, but focused on specific outcomes essential to public health.
- Information must be trustworthy, simple and relevant.
- No paternalistic or government control messages (“doing it for you” or “on the front-lines”).
Priority Concerns
Data-driven Decision Making

Ottawa County Health Data

2014 Behavioral Risk Factor Survey
2014 Communicable Diseases Report
2014 Body Mass Index Survey
2014 County Health Rankings
2013 Youth Assessment Survey
2013 Influenza Surveillance Report
2012 Community Health Needs Assessment
2012 United Way Community Assessment Report

www.miOttawa.org/healthdata
Positioning Objectives
What do we want to accomplish?

**Align** with mission, vision, values and objectives.

**Build stronger partnerships** with residents, businesses, health partners, policymakers and the media to:

- Broaden the public’s understanding of PH’s contributions and impact.
- Collaborate to protect people’s health and prevent the spread of infectious diseases.
- Increase public trust.
- Be known as reliable health experts.
- Convey how quality PH depends on adequate funding.
- Emphasize that a healthy state drives a healthy economy.
- Continue to save MI businesses and citizens millions of dollars each year.
- Help establish our identity, by consistent use of our brand.
Market Definition

How do we compare to local partners?
Market Definition

How do we compare to MI counties?
Market Definition

How do we compare to state organizations?
Market Definition

How do we compare to U.S. counties?
Market Definition

How do we compare to national/world organizations?
Identities
Images of Ottawa County
Brand Development

Creating a Logo

Select Colors
- Be intentional.
- Research industry colors.
- Consider color emotion.

Select Font Style
- Select 1 or 2 fonts from thousands of choices.
- Make sure fonts are easy on the eyes.
- Limit or avoid script fonts.
- Be creative with typography:
  - Size
  - Color
  - Weight
  - Style

Select Graphics and Images
- Be strategic when choosing photography. Every photo tells a story.
- Determine which graphic elements convey our message.

Energetic & Healthy
Soothing, Smooth, On the Move & Dynamic
Complete, Holistic & Fulfilled
National Symbol for PH
Established and Recognizable Brand

Happy person
Can-do attitude
Community, Collaboration & Success
Brand Development

Action Messages

- Breathe
- Choose
- Act
- Do
- Obtain
- Contribute
- Decide
- Achieve
- Develop
- Enhance
- Eliminate
- Enrich
- Establish
- Improve
- Promote
- Change
- Mentor
- Find
- Guide
- Excel
- Unify
- Reduce
- Support
- Transform
- Shape
- Respond
- Reshape
- Participate
- Experience
- Fulfill
- Inspire
- Obtain
- Prevent
Approval Process
Steps to Implement our Brand

- March, 2013  Our brand started by asking who are we? What are we called? How are we perceived?
- March, 2013  Idea to brand brought to deputy health officer.
- March, 2013  Concept and process presented to health officer.
- April, 2013  Consulted with department administration and asked for feedback.
- May, 2013    Presented for approval: Ottawa County Health and Human Services Committee and Administrator.
- May, 2013    Approved and scheduled for review by the Ottawa County Board of Commissioners.
- June, 2013   Approved by the board to move forward and roll-out in July, 2013.
- July, 2013   Introduced brand and identity to the public. Build and transition period.
An effective message guides people towards understanding an issue. It is influential and moves people to urgently respond and help avoid unnecessary costs and potential hazards.

Communications Plan – Strategic and Intentional

- Deadline & Budget
- Project Team & Partners
- Grant Requirements
- Target Audience & Demographics
- Problem to Solve
- Data and Research
- Timing (proactive or reactive)
- Message Type (Inform for Decision or Persuade for Change)
- Outcome (Behavior Change, Awareness, Prevention or Policy Change)
- Potential Barriers or Special Needs
Brand Awareness

Framing our Message

Messengers
- Credible
- Respected
- Expert
- Authorized

Numbers
- Reference credible data sources.
- Use numbers sparingly.
- Convey costs if data is ignored.
- Make data-driven decisions.

Context
- Create data and reports that people will want to read.
- Share possible outcomes and consequences if issues are ignored.
- Focus on the health of our community.
- Recognize health partner’s contributions toward solutions.

Visuals
- Graphic messages.
- Photography that tells a story.

Metaphors
- Quotable by the media.
- Helps people understand the issue.

Tone
- Avoid biased opinions and argument.
- Avoid harsh and extreme messages.
- Can-do attitude.
Brand Awareness

Deliverables

- Brand Guidelines
  [http://ow.ly/wCUoE](http://ow.ly/wCUoE)
- Website Updates
- News Releases
- Public Service Announcements
- Promotional Materials
  - Posters
  - Postcards
  - Fact sheets
  - Rack cards
  - Brochures
  - Banners
  - Promotional Products
  - Direct Mailings
  - Annual Reports
  - Business Cards
  - Letterhead
  - Envelopes
- Presentations
- Community Events
- Awards
- Contests
- Health Education and Training
- Digital Communications Management
  - GovDelivery
- Paid Advertising
  - Newspapers
  - Magazines
  - Television
  - Radio
  - Billboards
  - Google AdWords
  - Facebook Ads
- Newsletters
- Social Media
  - Blogs
  - Facebook
  - Twitter
  - YouTube
About the Brand

Branding is about creating an experience. It is the process of developing a perception, emotion or loyalty among target audiences. Brands will only be powerful by being consistent. The Department of Public Health has endeavored to create a brand that is both authentic and distinct. Our brand conveys a story only we can tell about the essence of our organization; who we are, why we exist, why we do our work and how we uniquely make change. Within our brand is a promise to our community and a commitment to public health we can deliver. Our brand provides the opportunity where each stakeholder can be an Ottawa County Department of Public Health ambassador.

Since the establishment of the Department of Public Health in 1931, we have been called many names; from Ottawa County Health Department to County of Ottawa Health Department to Ottawa County Public Health. It is our goal to convey a consistent department name, image and messaging that is identifiable by the public. Our objective with establishing our brand is to increase the public’s perception that Ottawa County Department of Public Health is a creditable community health resource. In addition, we continue to be an organization the public can depend on to prevent disease and sickness, promote health and well-being and protect individuals and communities.

Research about the public’s perceptions of health departments and incorporating data from Ottawa County studies, assessments and surveys enabled us to identify the top priorities and needs of our communities, as they relate to public health. Recognizing our community’s needs enabled us to develop messages (using credible sources) and create visual images (a logo and educational materials) to encourage healthy behaviors. Using consistent messaging and brand identity communication tools, we have the opportunity to share our organization’s culture and values of equality, integrity and excellence with those we serve.

Mission
Ottawa County Department of Public Health will assure conditions in which all people can achieve optimum health.

Vision
Healthy People.
Why a Logo?

The Ottawa County Department of Public Health logo is a visual representation to the public about who we are and what we do. Consistent use of a logo, by all stakeholders, ensures more and more recognition over time. This is especially important as we continue to build a community presence and awareness about the many services and benefits our department offers to Ottawa County residents.

Logo Use

- Logo use without County Seal
- Logo use with County Seal

Logo Use

To maintain a consistent visual presence, our logo must maintain certain guidelines:

- Never change the logo typefaces.
- Never change the logo colors. Grayscale files are available.
- Never compromise the legibility of the logo.
- The logo is a single piece of art. Use only the original mark.
- Do not adjust, modify, add to or recreate any element of the logo.
- Always use as one unit. Do not separate the elements.
- Placement is intended to vary based on usage.
- PDF and JPG files are available for general use.
- Other file types may be available upon request.
- When scaling, make sure all size relationships remain intact.
Color Palette

PANTONE® 534C
C=98
M=85
Y=36
K=27
R=28
G=53
B=94

PANTONE® 187C
C=23
M=100
Y=88
K=15
R=171
G=31
B=46

Brand Typography

The logo typeface Segoe Script Regular (mi) has been selected to correspond with www.miottawa.org top frame on each web page.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The logo typeface ITC Avant Garde Gothic Book (Ottawa Department of) has been selected due to its sans serif style, which conveys a clean and simple association with healthy living.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The logo typeface Americana BT Roman (Public Health) has been selected due to its serif style, which conveys a more structured association with public health.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The body copy typeface Arial Regular has been selected due to its common use in standard business and professional documentation content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Brand Templates

Business Cards

Kristina Wieghmink, M.Ed.
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www.oottawa.org/mhealth
kwieghmink@oottawa.org

Email Signature Sample

Kristina Wieghmink, M.Ed.
Communications Specialist
(616)494-5597

Telephone Greeting Sample

Thank you for calling Ottawa County Department of Public Health, this is Kristina.

Envelopes

Ottawa Department of Public Health
12251 James Street
Holland, MI 49424

Addressee
Street Address
Suite 555
City, State 55555
Brand Templates

Letterhead

Lisa Siefenovski, M.Ed.
Health Officer
Paul Heidel, M.D., M Ph.D.
Medical Director

Month, Day Year

First and Last Name
Title/Organization
Address
City, State Zip Code

Dear Person,

This is 11 point Arial Regular font. Esse, cur, ut essetillo. Vulpitale cullitcum velit aut oddosequi ut laborum uni curant milda nuncet quarta? Esumpto te ris aut rete ab invenis qui blankum velit doctiha tatu, cuquit ut vaporo adita priori moldecaborum nos anias neesirem avlelat qui asepm maximed itatitum accusam. To voinehorne essamp oroparad expeite maos eos quaisre rubausre dom ponnet ovodelenavunt unt od quam, vel lac commisst, onon, con consiul quam volopemper qui, veerit dotore, cumpquedt qui quarnies, nonse es et, et ils volum vasino est poreum tempor anപandep ant emm demquattia buscilibus.

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Est vos doloerum, ods etur a consequos commis duxiaaspe, ulam fugiam rus quidunt oasero volupatia ea sincerat nin facipides mutapi tentient del ipsum quarte ers cus sume vellit exsicupidus rubae comoedoleum quamet lab ipseanexi doles ason ruels et qui aut volont il pot quailsim sin consequiedo, et la explique rimpoporom gaia sam sundusam am, voloveri.

Sincerely,

Kristina Wiehmink, M.Ed.
Communications Specialist
Ottawa County Department of Public Health
(616) 494-2097, kreichmink@ottawa.org

12251 James Street • Holland, MI 49424-9001 • (616) 395-2266 • Fax (616) 395-5019
Branch Offices in Grand Haven & Muskegon • www.miOttawa.org/health

6
Brand Templates

PowerPoint Sample

Presentation Title

Subtitle

Contact

For any special file type, size, or color requests of the logo or supporting graphics, please contact:

Kristina Wieghmink, M.Ed.
Communications Specialist
Ottawa County Department of Public Health
(616) 494-5597, kwieghmink@miottawa.org
On August 20, 2014, the National Public Health Information Coalition (NPHIC) Awards of Excellence in Public Health Communications winners were announced, during the Centers for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing and Media. Ottawa County Department of Public Health received 7 awards; the competitor with the highest winning percentage. “No local health department has won so many awards in a single year”, said Bill Walker, NPHIC Emergency Communications Project Director.

Grady College faculty members, the Athens Health Network’s executive director and a senior communications specialist at the CDC judged more than 275 entries; submitted by public health officials, journalists and media relation agencies from around the nation. Judging criteria included quality of writing, effective use of graphics, review of hard copy materials and supporting documents, along with the overall impact and results of each project.

“This is a great opportunity to surface and recognize the best work in public health on the communications front,” commented Glen Nowak, director of Grady College’s Center for Health and Risk Communication.

Nowak also said involvement from the college provides a great resource that can be used as teaching aids of examples of how health departments are handling health issues through communications.

OCDPH created all of the following design projects, unless otherwise noted.
Chronic Diseases Prevention & Management

NOW Physician Packet

Benefits to Clients

In the NOW program, high-risk clients will be referred by their physician’s office to the Ottawa County Department of Public Health (OCDPH). OCDPH will provide healthy eating education and a partnering food pantry will provide needed disease specific foods to the program participant.

In 2011, the Ottawa County Food Policy Council (OCFPC) sent out opinion surveys to 105 food resource clients and food resource representatives.

OCFPC Food Insecurity Needs Assessment

62% have a household member with high blood pressure, or heart disease.

32% do not have enough food to eat between 0-2 servings per day of fruits and vegetables.

77% of the households do not have the food to supply their basic needs. The assessment shows that low income residents are at risk for disease, especially when they eat less than 2 servings per day of fruits and vegetables.

The survey also shows that low income residents are at risk for disease, especially when they eat less than 2 servings per day of fruits and vegetables.

Nutritional Options for Wellness (NOW)

NOW is a community partnership to help low income Ottawa County residents better manage their chronic diseases and health risk factors. NOW enables health care providers, health educators and pantries to help provide healthy foods to their clients.

Program Goals

• Increase access to healthy food.
• Increase access to health information.
• Increase access to community resources.
• Decrease complications of chronic disease and increase quality of life.

NOW is a 1-year pilot program ending on September 30, 2014.


http://www.nphic.org/awards-print-health-literacy-winners
Promote Services

ecoOttawa Booklet

Environmental Health Disposal Program

Ottawa County Department of Public Health (OCDPH)
will assure conditions in which all people can achieve optimum health.

Together, we are responsible to protect our communities from preventable
cases. To live better, longer and healthier lives, proper disposal of
contaminates ensures:

- safe drinking water
- cleaner air with less pollutants
- safe food production to consumption

Our Vision HEALTHY PEOPLE

http://www.nphic.org/awards-print-brochures-winners
User Friendly Reports

2013 Annual Report

www.miottawa.org/health2013
http://www.nphic.org/awards-print-annual-reports-winners
Collaborative Reports

Youth Assessment Survey

www.miottawa.org/2013YAS

http://www.nphic.org/awards-print-annual-reports-winners
Multi-agency Campaign

Stair Week Media Toolkit

OCDPH created the toolkit. Kendall College created the logo.

Rick Snyder, governor of Michigan proclaimed Sept 8-14, 2014 Stair Week.

http://1.usa.gov/1u2bFeS


http://www.nphic.org/awards-media-relations-media-kit-winners
Healthy Sexual Choices

Wear One Campaign  •  Photo Voice Project

www.miottawa.org/SexEd
http://www.nphic.org/awards-print-graphic-specialty-winners
Have Fun!

Beach Health Campaign

Help keep waters clean, safe & fun.

Yuck!
Fish poop in waters... are you sure you want to drink it?

No poopy please!
The lake is not a toilet.
Please use the restrooms and wash your hands.

Keep your French fries to yourself!
Feeding birds = Poop on beaches = Potential illnesses

http://www.nphi.org/awards-print-graphic-specialty-winners-2013

Lisa Stefanovsky, M.Ed., Public Health Officer
Adeline Hambley, REHS, MBA, EH Manager
Kristina Wieghmink, M.Ed., Communications
Randy Rapp, RS, On-site Team Supervisor
Help keep waters clean, safe & fun.

We love Fido too . . .
but please keep pets off the beach!

Ottawa County has beautiful beaches! However, natural bodies of water contain microorganisms regardless of how clean or clear the waters look. Sources include rain and agricultural runoff, animal excrements, and faulty septic systems. Always take preventive steps to minimize health risks.

HELP PREVENT recreational water illnesses

• Do not feed the birds
• Keep pets off the beach
• Use the restroom before swimming
• Do not swallow lake water
• Wash your hands with soap and water before eating
• Do not swim in water that smells foul
• Shower when you return home
• Avoid swimming immediately after heavy rainfall

(616) 393-5645
miOttawa.org/beachwatch
miOttawa.org/Parks
facebook.com/miOttawabeachwatch
twitter.com/miOttawabeach

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Work with Businesses

Guide for Home Owners and Realtors

2014 Public Health Continuous Improvement Award awarded to the Real Estate Evaluation Program

Community Partnerships

Decrease Substance Abuse

Reducing Ottawa Area
Drunk Driving

ROADD Coalition

www.miOttawa.org/ROADD

OCDPH created the coalition logo.
Access to Nutritious Foods
Holland Farmer’s Market & Nutritional Assistance

OCDPH created the brochure in partnership with the Holland Farmers Market.
Study Health Trends
3rd Grade BMI Measurement Study

Did you know?

- The number of children who are overweight has tripled over the past 25 yrs.
- Children who are overweight can suffer from asthma, high blood pressure, high cholesterol, and diabetes. They may also feel emotional distress and low self esteem.
- 7 out of 10 overweight adolescents will become overweight adults.
- Locally, obese and overweight adults outnumber those with a healthy body mass index.*

*2011 Ottawa County Behavioral Risk Factor Survey

Healthy Habits. Healthy Families.

Opt-Out
If you DO NOT want your child to participate in the Ottawa County Department of Public Health Childhood Obesity Study, 3rd Grade BMI Measurement Program, please complete this form and return to your child's teacher.

My child (name) will NOT be participating in the Childhood Obesity Study. BMI Measurement Program
Parent Signature
Printed Parent Name
Date

For additional resources, visit
www.miottawa.org/nutrition
www.choosemyplate.gov/kids
www.eatright.org/kids

www.miottawa.org/nutrition

The Study
The 3rd Grade BMI Measurement Study was developed by the Ottawa County Department of Public Health to monitor childhood obesity. As part of the study, the department measures the Body Mass Index (BMI) of local children. BMI is a health measurement based on a child's age, gender, weight, and height.

The health department will be collecting BMI data in conjunction with the vision screenings being held at your child's school. The confidential results will only be known to the health department. Not even your child or school will know individual results. Your child's doctor may also calculate your child's BMI and tell you if he or she is at risk for health problems.

Eat Healthy
- Aim for 5 servings of fruits and vegetables each day.
- Reduce fat by serving low fat milk and dairy products, along with lean meats and poultry.
- Limit sugary foods and beverages.
- Keep snacks healthy. Serve fresh fruit, raw vegetables and low fat cheese.
- Serve correct portion sizes: 2-3 oz meat, 1/2c. pasta, 2T peanut butter, 1/2c. vegetables, or 1oz cheese.
- Never put your child on a calorie restricting diet without the advice of a physician.

Get Active
- Encourage your kids to play outside with other children or plan physical activities as a family.
- If you are active together, a child will not feel singled out if they are overweight.
- Focus on fun rather than skill, allowing kids to choose what they like. If kids think that physical activity is fun, they'll be more likely to do it.
- Have your child help with active chores, like walking the dog.
- Your entire family will benefit from eating healthier and increased activity.

Unplug
- Make a family commitment to reduce screen time for everyone.
- Turn off all electronics during dinner.
- Limit TV and electronics to 1-2 hours per day and consider specific times as "screen free".
- Take the TV out of your children's bedroom.
- Less screen time gives you more time to be together as a family.
- Children are more likely to be healthy when parents and other family members make healthy choices.

Suggested activities:
- basketball
dancing
tag
- football
- hockey
- tennis
- volleyball
- ice skating
- golf
- running
- biking
- jump rope
- hiking
- skiing
- water polo
- tennis
- walking

www.miottawa.org/nutrition
Brand Awareness

Contests

Grand Haven resident, Grace Farr Stanton, filmed the Dancing in Grand Haven on the Boardwalk video which we submitted to the CNN iReport assignment: “Convince us your city/county is healthy”. http://cnn.it/1plYy3N CNN iReport producers review the most compelling, important and urgent iReports and select the cities or counties that make wellness a priority. Grace’s video was cleared for CNN and made a part of their news coverage. CNN receives, on average, 500 iReports a day, and a fraction of those are approved. http://ireport.cnn.com/topics/1153052

CNN PRODUCER NOTE
Grand Haven, Michigan, resident Grace Farr Stanton enjoys going to weekly waterfront dances during the summer.

“I love dancing and music and being outdoors, and what could be nicer than doing all three and in such a beautiful setting as the boardwalk along the Grand River?” asked the 74-year-old retiree, who filmed this video. Her submission was uploaded on her behalf by Kristina Wieghmink, Communications Specialist at Ottawa County Department of Public Health. - zdan, CNN iReport producer
Brand Awareness

Contests

Other Ottawa County Video Submissions

Jennifer D. Sorek, MA, MEP
Public Health Preparedness Coordinator
Ottawa County Department of Public Health
http://ireport.cnn.com/docs/DOC-1157483

Lisa Uganski, RD
Dietitian / Health Educator
Ottawa County Department of Public Health
http://ireport.cnn.com/docs/DOC-1159930

Anastasia Endres-Bercher, BS & Jessica Voglewede, BS
Environmental Health Specialists
Ottawa County Department of Public Health
http://ireport.cnn.com/docs/DOC-1160623

Heather Alberda, BA
Sexuality Educator
Ottawa County Department of Public Health
http://ireport.cnn.com/docs/DOC-1159929

Kristina Wieghmink, M.Ed.
Communications Specialist
Ottawa County Department of Public Health
http://ireport.cnn.com/docs/DOC-1157700
Where do we go from here?

- Development and implementation do not happen overnight.
- Branding is a strategic and thorough process.
- It requires full commitment from all stakeholders.
- It may take up to 2 years or more to complete.
- Set target objectives to help stay on track.
- Evaluate current staff and resource availability.
- Determine who will lead the process (one person, several people, committee or PR agency).
- It is more important to be methodical and meticulous than to be fast.
- Implementing does not necessitate enormous funds (phase out or transition process).
- Possible to implement a strong brand on a low budget.
- Successful brand is built from the inside out.
Low Budget Roll-out

Shape Public Perception

- Provide excellent customer service from a variety of programs.
- A commitment from leadership and staff to our mission, vision and values.
- Create our intentional and authentic identity through our:
  - Vision – know where we are going (strategic plan);
  - Voice – our unified messages, sharing stories and providing credible health information and data;
  - Tone – speak with authority and be the experts;
  - Style – create a great experience for the public.
- Consistent brand use (logo, templates, messages and services).
- Distribute consistent promotional items via printed materials, social media, e-mails, television and radio interviews, public service announcements, educational products, website, etc.).
- Maintain a clean and accessible facility.
- Share success and personal stories; evoke an emotional connection and response.
- Public outreach (lectures, presentations, fairs, festivals, conferences and community events).
- Deliver credible, relevant and timely information.
- Provide clear objectives and instructions when giving a call to action.
- Provide necessary resources to accomplish an action item and work together towards a solution.
- Ask people what they want or how we may improve (surveys, assessments, face to face, etc.).
Evaluation

**Formative**
Helps shape campaign’s activity and message.
- Research
- Focus Groups
- Case Studies
- Pre-test Messages and Visuals

**Process**
Examines campaign’s implementation.
- Website Analytics
- Social Media Insights
- Media Tracking
- Promotional Material Distribution

**Outcome**
Effects on target audience.
- Surveys
- Polls
- Assessments

**Impact**
Effects at the local, state or national level
- Data Collection
- Reporting
- Policy Change