

What's the Project?

Logan County Health District (LCHD) requested technical assistance to develop a thorough marketing and branding plan to create an image that is readily recognizable to the public and partners. The goals were:

- Create a message framework to shape all LCHD communication strategies and external communications.
- Position the LCHD as a community partner working to keep every resident of Logan County healthy and safe.
- Provide a final deliverable of a written brand strategy plan that reflects required provisions as outlined in Public Health Accreditation Board Measure 3.2.2A.

Why Was it Selected?

LCHD desired to be recognized as the health leader of the county and to meet PHAB increased branding requirements for reaccreditation.

- Development of a brand and identity for the LCHD to help position the health district as a valued and trusted leader in the community.
- Consistent communication about the organization externally.

What We Did

LCHD worked with Inspire PR Group.

May 1 – Initial call to determine scope of work.

August 8 - Discovery session: a two-hour strategic message development process with a cross-section of staff and a stakeholder experienced in marketing to develop a brand identity. The group also utilized data from a previously conducted stakeholder survey.

- How would you describe the purpose of the Logan County Health District?
- What are the top 3 benefits the Logan County Health District provides to the community?
- What is the one thing you think people don't know about the Logan County Health District?



August to October – Inspire corresponded with agency lead to get input and to develop deliverables.

October 11 - Final wrap up.

Lessons Learned

LCHD needed to work within the scope of technology and expertise available to the Health District, without further expenditure. Inspire PR Group was very conscientious to work within the parameters.

A uniformed look for your agency does not have to cost a lot of money. However, keeping all staff engaged and informed of the branding strategies is a constant, especially with staffing changes.

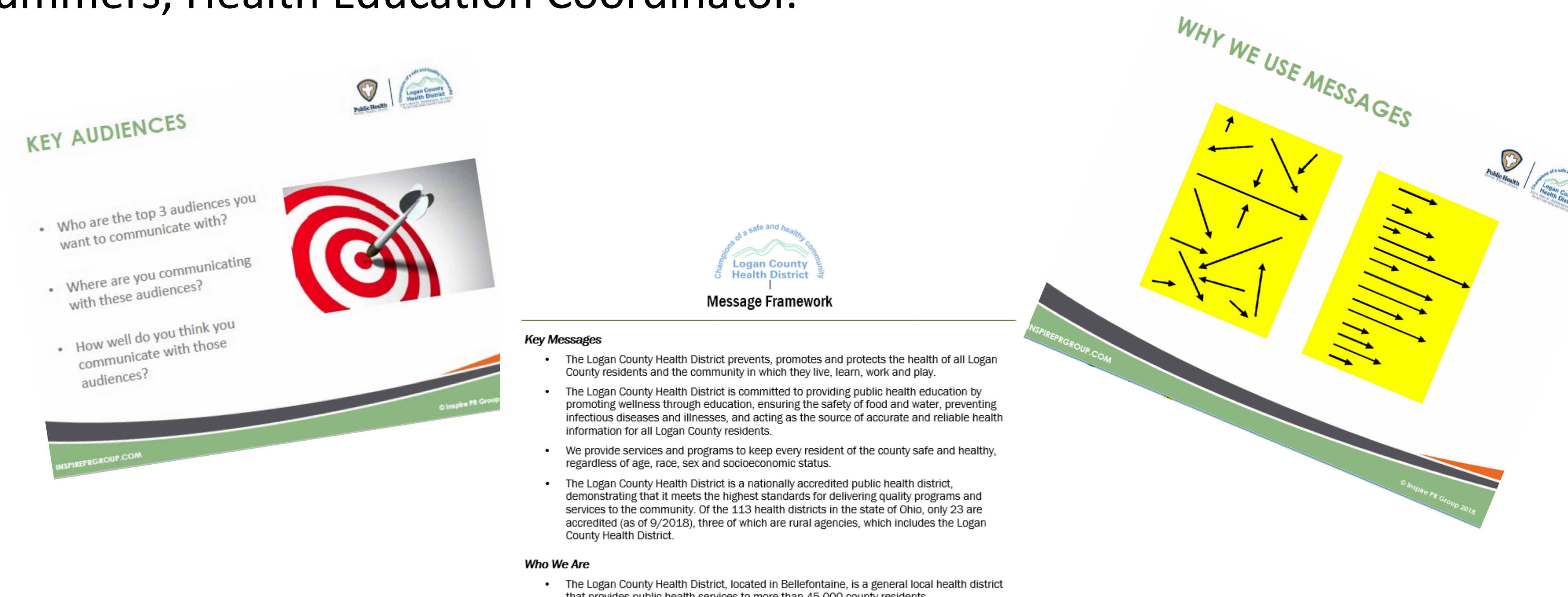
What We Made

Guidelines, templates and recommendations were developed in consultation with LCHD and based on staff and stakeholder input. The following were created:

- Recommendations for the existing LCHD logo, including color palettes and typeface suggestions
- Brand guidelines for the use of the logo, colors and fonts
- Message framework with developed elevator speech, radio script and key information
- Agency PowerPoint template
- News release, media advisory and health alert templates
- Annual report, annual walk flyer, E-newsletter template
- Website, exterior sign, and social media recommendations
- Accreditation promotion plan

Project Participants

The team consisted of Lou Ann Albers, PIO; Steve Cummings, IT Director; Kim Houchin, Registrar; Donna Peachey, Deputy Health Commissioner; Cathy Summers, Health Education Coordinator.



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