

Strategic Messaging Improves Effectiveness and Sustainability for Population Based Health Approaches

By: Ann Stahlheber

SUMMARY

A combination of partner and public messages with a clear understanding of the audience and the call to action, are keys to improving intervention effectiveness and sustainability. Through the Communications and Community Engagement Workgroups, and through partnering directly with the community health ambassadors, HIP-Cuyahoga has achieved 1,221,919,008 media impressions through 78 public and 137 partner messages since beginning to expand communications messages in 2014. Paid messages through radio, bus ads and Facebook Live events, along with earned media messaging through television, radio and newspaper, proved to engage more people in the healthy eating, active living and chronic disease management initiatives lead by HIP-Cuyahoga.

YOUR INVOLVEMENT IS KEY

HIP-Cuyahoga is built on a foundation of collective impact and equity, so everyone is welcome. Please consider joining the consortium, a subcommittee or working group in order to make Cuyahoga County a healthy place to live, learn, work and play.

Funny, it doesn't taste salty.

JUST BECAUSE YOU CAN'T TASTE IT, DOESN'T MEAN THE SODIUM ISN'T THERE.

Check the label to find the hidden salt that's raising your blood pressure.

A stack of pancakes with syrup has nearly a day's worth of sodium.

Nutrition Facts	
Serving Size 8 pancakes (107g)	
Servings Per Container 1	
Amount Per Serving	
Calories 200	Calories from Fat 10
% Daily Value*	
Total Fat 0g	12%
Saturated Fat 1g	5%
Trans Fat 0g	2%
Cholesterol 100mg	20%
Sodium 1000mg	12%
Total carbohydrate 10g	4%
Dietary Fiber 1g	
Sugars 7g	

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Photo provided with funding from the Centers for Disease Control and Prevention.

CHALLENGE

Very few members of the general public knew about HIP-Cuyahoga when the REACH project kicked off in 2014. The Consortium needed to enhance and broaden its messaging and advertising to let partners and community members know about the important work that HIP-Cuyahoga was doing to make Cuyahoga County healthier and how they could get involved. The REACH/HIP-Cuyahoga core team also had very little experience with marketing, messaging and social media, and sought to add these effective tools to the communications plan.

"I want to know about the salt in my food"

- Community resident who called HIP-Cuyahoga after hearing a radio ad

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SOLUTION

HIP-Cuyahoga worked with health equity messaging and marketing experts from Berkeley Media Studies Group (BMSG) and Conceptual Geniuses to develop the communications strategy and plans. BMSG assisted HIP-Cuyahoga with developing equity-framed messages, targeting audiences, being newsworthy, and using social math to pique interest of audiences. Conceptual Geniuses provided advertising, website design and print design expertise to help make HIP-Cuyahoga messages eye-catching, informative and action-oriented. Communications and core program staff worked together to develop communication plans, and to create enhanced social media content and campaigns aimed at engaging more people.

RESULTS

Results: From 2014 to date, HIP-Cuyahoga completed 78 public messages, 135 partner messages, and 48 partner to public messages. This resulted in approximately 1,221,919,008 media impressions. Over the last three years, messaging campaigns helped to expand the PRx program to hypertensive, food insecure patients from 0 to just under a 1,000 participants and 69 trained CDSMP/DSMP lay leaders to implement the CDSMP/DSMP programs with approximately 140 participants within the priority communities. To foster our goal of being a community led consortium, HIP-Cuyahoga hosted "community day" events in 2015 and 2016. The 2015 event attracted 90 participants and the 2016 event had 200 participants. Although this was a big increase, HIP-Cuyahoga modified the 2017 strategy to partner with historically well attended community event and reached over 1450 community members in 2017. Over the last three years, HIP-Cuyahoga's Twitter account increased from around 330 to over 678 followers, Instagram account from 0 to over 100 followers and the Facebook account increased from 0 to 298 likes/followers. During the 2017 radio and transit campaign to increase awareness of "hidden salt and the effect on high blood pressure" HIP-Cuyahoga received 30 calls from the public for more information. At the end of 2013, the HIP-Cuyahoga had 296 consortium members. That number has grown steadily to almost 1200 members today.



Two HIP-Cuyahoga Community Health Ambassadors and a corner store owner were featured in community posters to promote corner stores in the Good Food Here campaign.

SUSTAINING SUCCESS

The REACH grant funded our project over \$400,000 for communication activities over the last three years, with an additional \$93,000 from other funding sources, including additional funding support from a local private foundation. The communication campaigns helped to build strong local partnerships, increase program effectiveness, improve partner participation, and enhance branding with telling the HIP-Cuyahoga story. A video series with timeless call to actions will be released in late 2017. Sustaining the brands and communication relationships that were built will continue to support the sustainability and the success of HIP-Cuyahoga.



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