



Developing a Branding Strategy: The Importance of Branding Your Public Health Department

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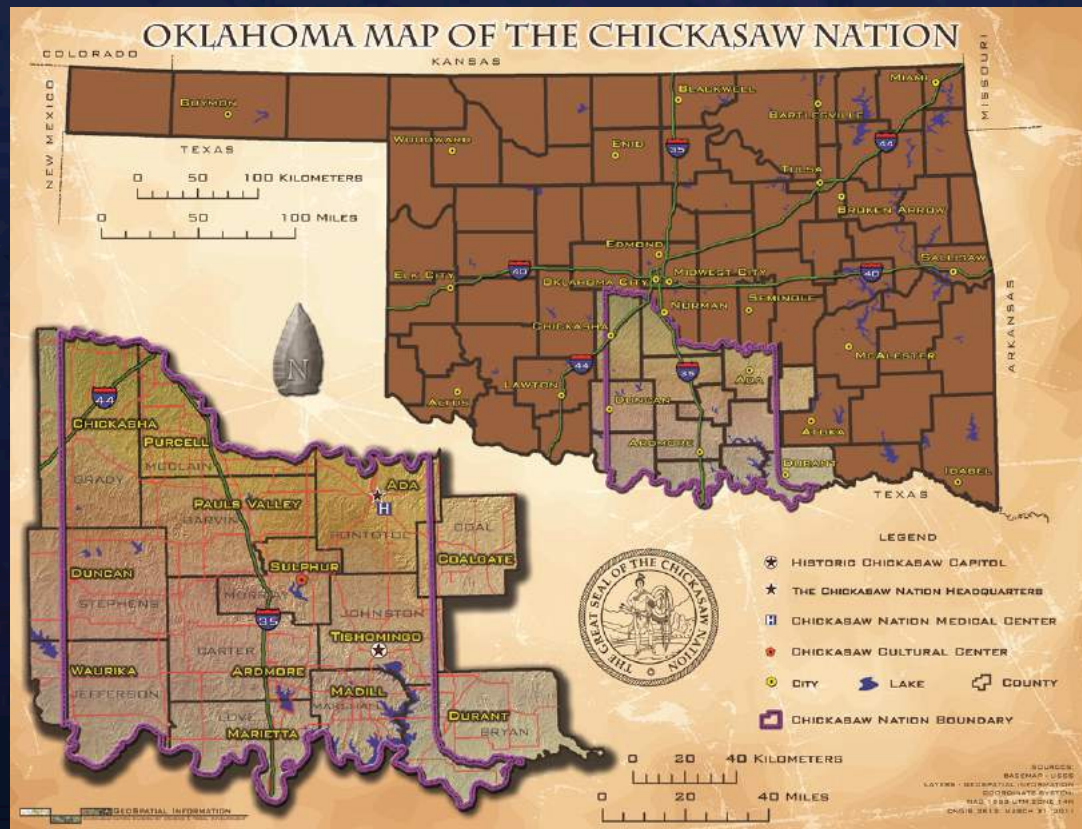
*the
Chickasaw
Nation*

Outline

- Chickasaw Nation Overview
- Chickasaw Nation Research and Population Health
- Public Health Branding
- PHAB Measure 3.2.2.A: Branding Strategy
- Key Stakeholders
- Chickasaw Nation's Journey to Developing a Branding Strategy



The Chickasaw Nation



- 13 counties located in rural, south-central Oklahoma
- Not a “reservation”
- *355,462 residents
- *26,713 Native Americans

*Based on 2015 U.S. Census estimates



Research and Population Health

- Public Health Accreditation
- Epidemiological Surveillance Investigation
- Clinical Data Informatics
- Health Promotion/ Disease Prevention
- Public Health Nursing

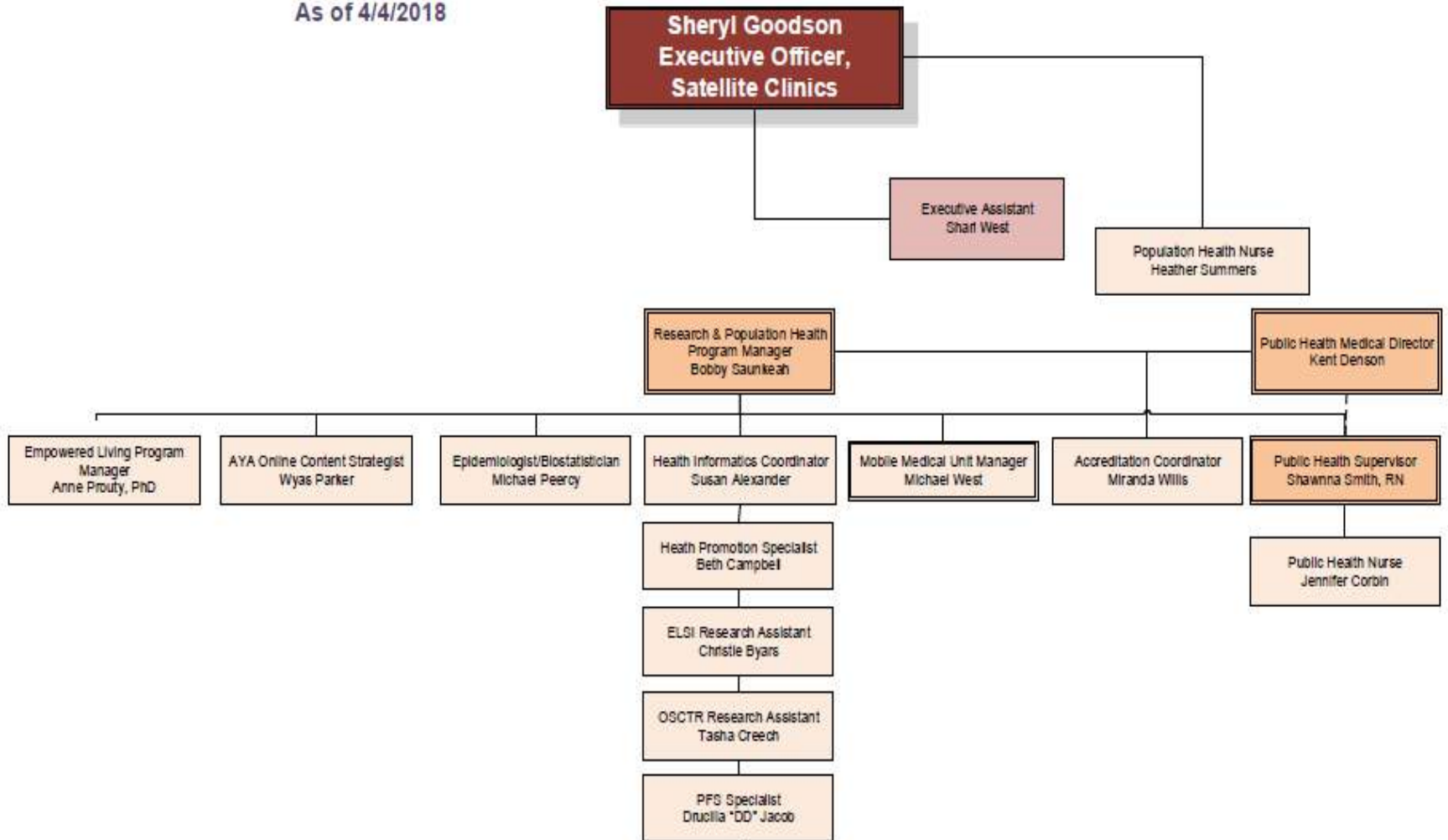


Research and Population Health

- Substance Abuse Prevention
- Mobile Medical Unit
- Research Administration and Navigation
- Grant Coordination
- Institutional Review Board (IRB) Support



Chickasaw Nation Department of Health
Research and Population Health
As of 4/4/2018



What is a Brand?

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.



Most Popular Brands by State



Why Brand Public Health Departments?

- Your brand is essentially your promise to your population that you are a trusted source that provides quality public health information and services.



What Makes A Brand Effective?

- Approachable logo
- Unified “voice”
- Brand awareness and support
- Consistency



PHAB 3.2.3A: Branding Strategy

- Measure 3.2.2. A: Organizational Branding Strategy
- Purpose: Assess the health department's strategy to communicate the value of its products, services, and practices to external audiences
- Significance: Branding can help establish the health department as a valued, effective, and trusted leader in the community.



What to Include in the Branding Strategy?

- PHAB Requirements
 - Understanding and commitment to the brand by department staff
 - Communicate the brand in a targeted manner
 - Integrate brand messaging into organizational communication strategies and external communications



What to Include in the Branding Strategy?

- PHAB Requirements
 - Use of a common visual identity (logo)
 - Display appropriate signage inside and outside the health department
 - Link the branding strategy to the department's strategic plan



Developing the Branding Strategy

- Assess your current branding
 - Do you have a brand? If so, is it effective?
- **Reach out to stakeholders**
- Review or develop a vision
- Review or develop a mission statement
- Define core values
- Develop logo to communicate those to the community



Developing the Branding Strategy

- Ensure employees know the brand and understand they are representatives of the brand
- Detail where and when the logo will be used
- Link it back to the strategic plan to provide the necessary support for brand



Steps to Identifying Stakeholders

- 1. GAIN LEADERSHIP SUPPORT**
2. Use the PHAB Domain as a guide
3. Leverage existing partnerships
- 4. Reach out to the experts early in the process**



Developing Our Public Health Brand

What we accomplished so far:

1. Assessed our current logo/ lack of logo
2. Engaged with RPH leadership and Communication leadership
3. Developed vision, mission, and values for the Department
4. Concept idea for our brand “logo”



Developing Our Public Health Brand

Our next steps:

1. Finalize logo
2. Detail when and where to use the logo
3. Link our initiative back to our strategic plan
4. Finalize and implement our branding strategy



Closing Thoughts

- Effective branding is essential for public health departments
- Take the time to develop a thorough and detailed branding strategy
- Involve stakeholders early in the process
- Be creative, but realistic with your plans



Additional Resources

- NACCHO
 - <https://www.naccho.org/uploads/downloadable-resources/Resources/BrandProcessGuide.pdf>
- ASTHO
 - <http://www.astho.org/Programs/Branding-Public-Health/Materials/ASTHO-Guidelines-for-Using-Marketing-Tools/>
- PHAB & NIHB
 - <http://www.phaboard.org/wp-content/uploads/PHAB-Tribal-Guidance-Final-1.pdf>
- phPIN
 - <https://nnphi.org/relatedarticle/public-health-performance-improvement-network-phpin/>





Thank You!

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