

Marketing Public Health Through a Strategic Marketing Plan

CDPH BACKGROUND



**COBB & DOUGLAS
PUBLIC HEALTH**
Healthier lives. Healthier community.

Cobb & Douglas Public Health (CDPH), located in the north-east suburbs of Metro Atlanta, provides public health services to nearly 900,000 within its dual-county district (Cobb and Douglas). Both of these suburban counties are within 20 miles of the state capitol which is located in Atlanta, Georgia.

INTRODUCTION

Over the years, the population of the district has steadily increased. In order to remain responsive to the emerging health needs of the residents, the CDPH marketing team has developed innovative approaches to health promotion and education in the community. An example of this is the implementation of the three-year Strategic Marketing Plan.

Marketing in public health is not a state-funded function, and therefore, awareness of public health in the community is lacking across the nation. CDPH realized this gap and wanted to increase awareness of health department services within the community, mainly to increase revenue and client numbers.

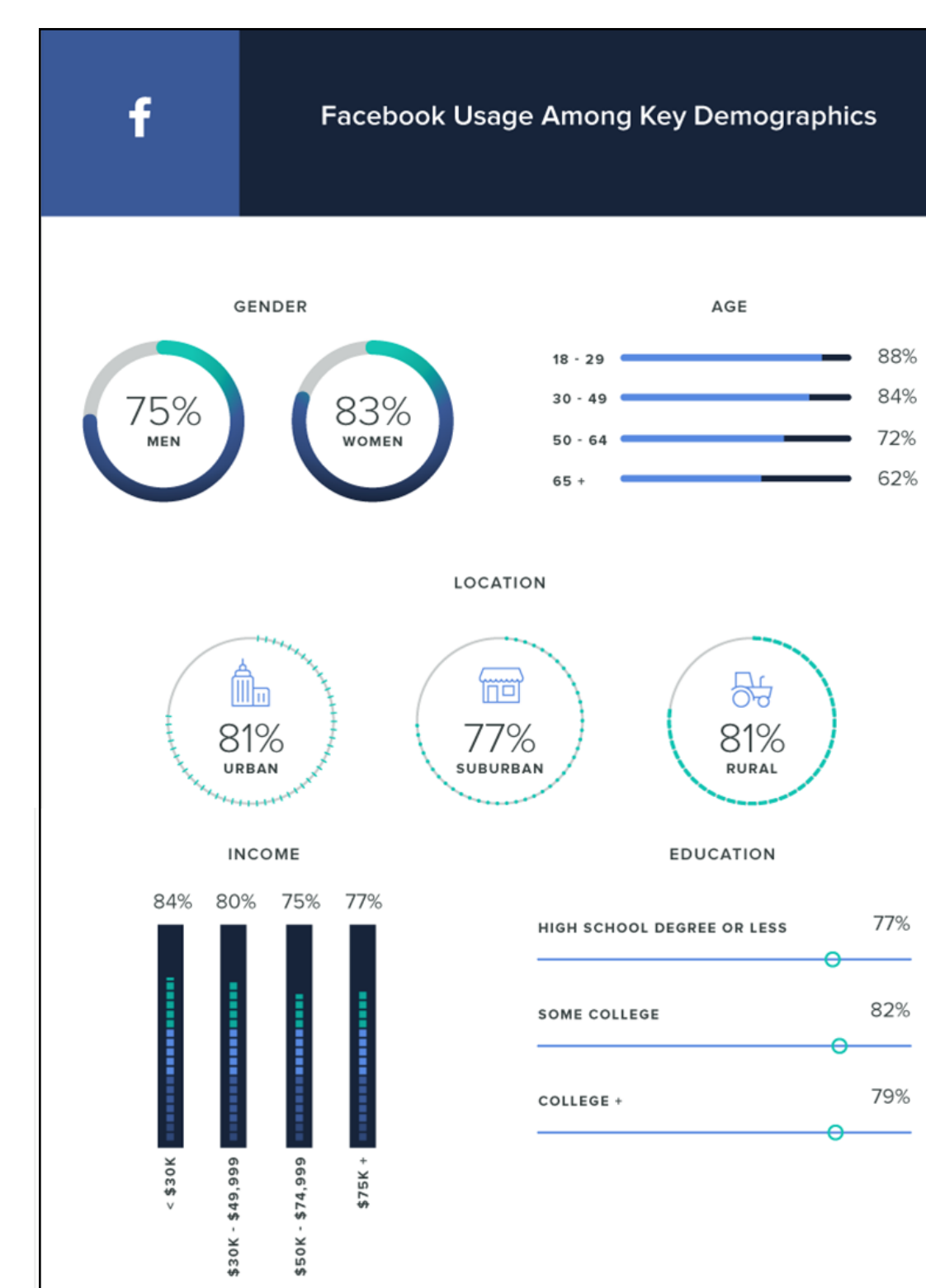
To pioneer this initiative for the first time in public health, CDPH's two-person marketing department assembled a multi-disciplinary Marketing Go-Team to be responsible for creating a three-year Strategic Marketing Plan. The Go-Team consists of eight members, representing a variety of CDPH programs/services. A SWOT analysis from a marketing standpoint was conducted at the first Go-Team meeting in October 2017.

THE STRATEGIC MARKETING PLAN

The CDPH Marketing Go-Team created a three-year 57-page Strategic Marketing Plan with the help of an external, full-service marketing firm, 524 Creative.

The Plan includes:

- A clear definition of the target audiences and marketing goals for each of CDPH's 30 programs/services.
- Recommendations of marketing strategies and tactics for each of CDPH's 30 programs/services.
- A budgetary outline of new initiatives by month
- A timeline indicating when initiatives will be implemented
- Optimal ways to track the success of the initiatives



Example—
Analyzing Target Audiences

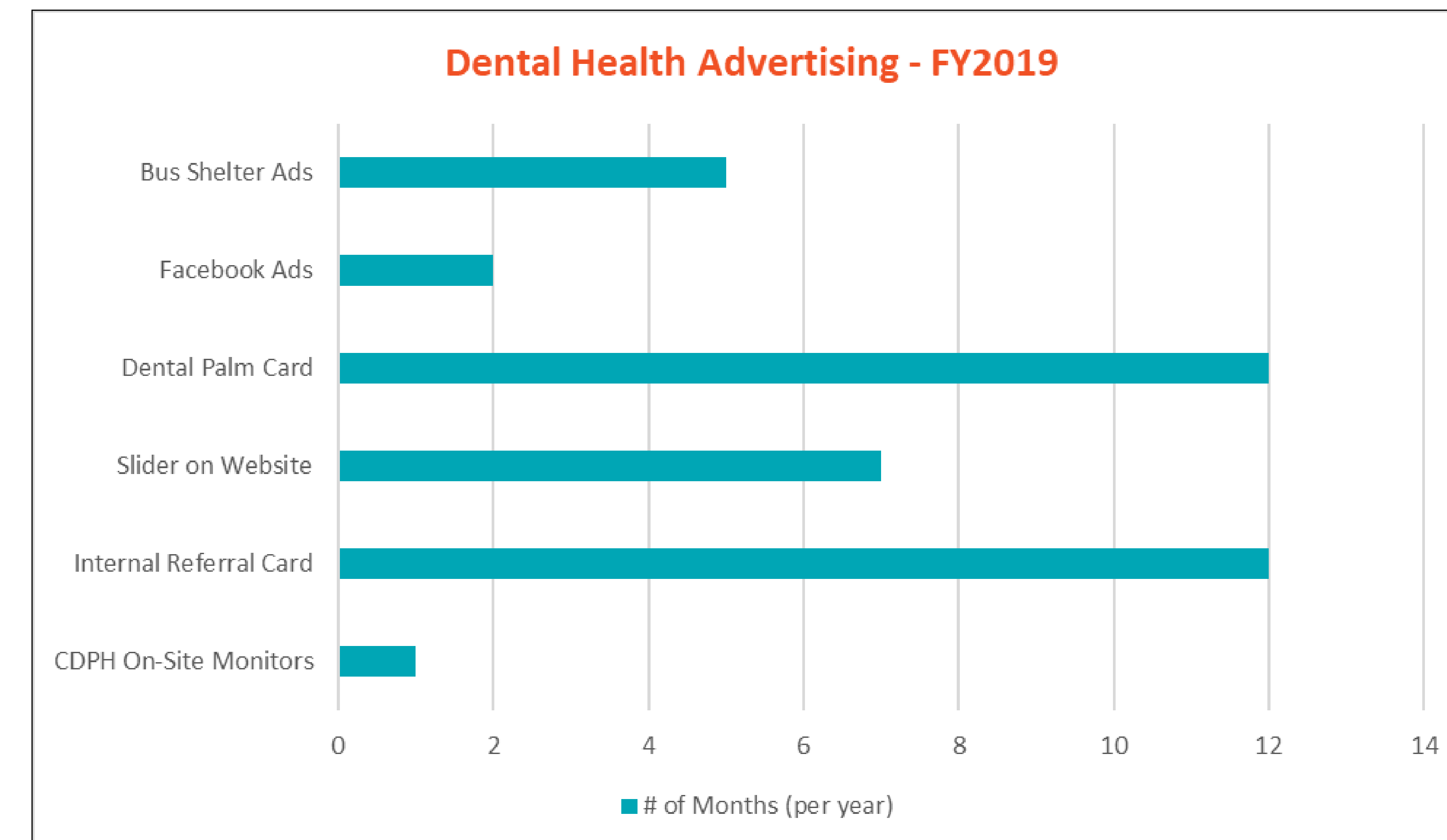
TACTICS

Tactics include initiatives that:

- Leverage CDPH's current resources to accomplish marketing goals
- Extend/improve current marketing outreach to include other audiences
- Represent new approaches and ideas that are designed to grow service demand in key areas

The plan also emphasizes the importance of internal communications. Tactics include: program referral cards, palm cards, posters and flyers.

As an example, the tactics for the Dental Health program are listed as follows:



Bus Shelter Ad—Dental Health



Facebook Ad—Dental Health

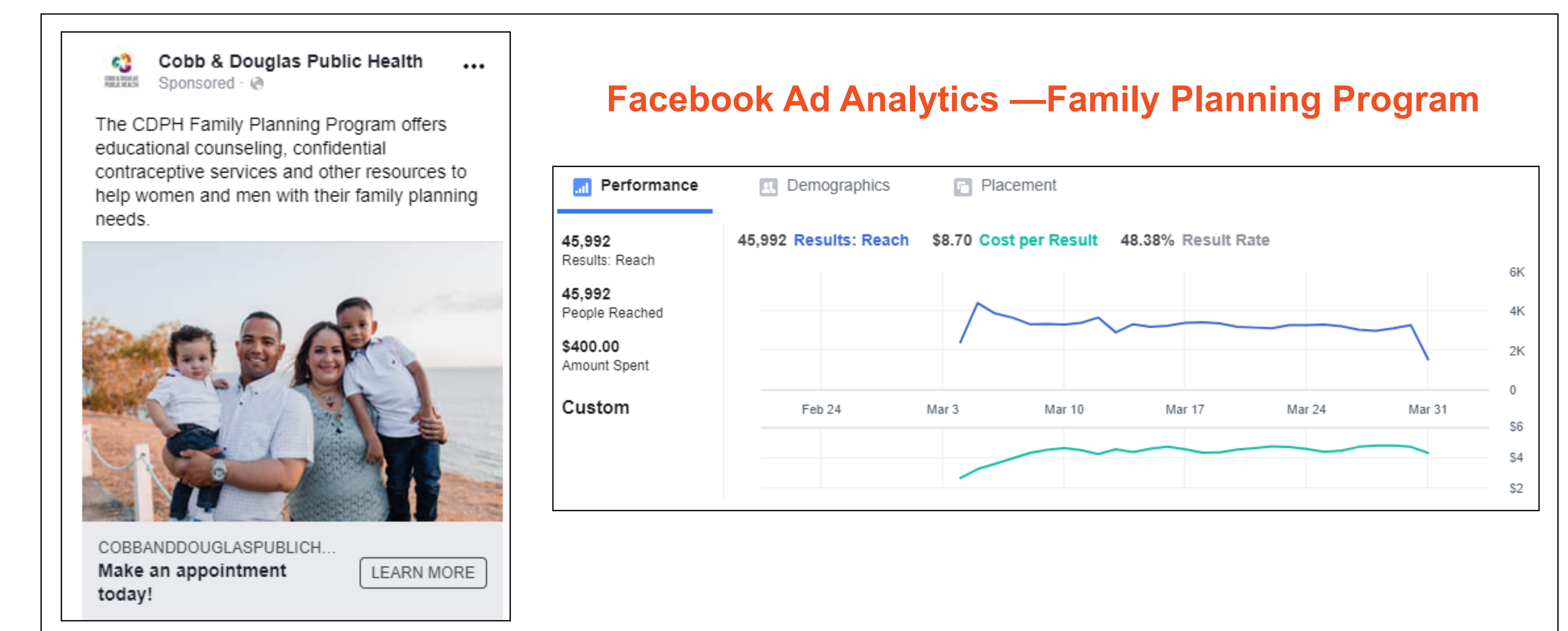


RESULTS

The Plan was launched on July 1, 2018, and is evaluated on a monthly basis.

Results:

- Bus Shelter Advertising - is reaching an average of more than 65,000 people per campaign (7 different program campaigns).
- Facebook Ad Campaign - All programs combined have an average reach of close to 30,000 people per month.



- Social Media Campaign (Facebook, Twitter, Instagram) - is reaching an average of 6,000 people per month.
- Traditional Advertising Campaign (*Little Coupon Book, Chapel Hill News & Views, Cobb Chamber Economic Development Guide*) - has reached a total close to 100,000 people to date.

CONCLUSION

The CDPH Strategic Marketing plan is still in its infancy, but it is important to note the following for any health departments interested in creating a marketing plan:

- To help lay the groundwork for the plan, form a Marketing Go-Team and perform a marketing SWOT analysis
- To stay on track, include a monthly timeline and a monthly budget in the plan
- Evaluate the plan on a monthly basis and make adjustments, as necessary
- Recommend all adjustments for the following year several months before the fiscal year ends

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The Marketing Go-Team