

JCHD BRANDING STRATEGY

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Jessamine County Health Department



Organizational Branding Strategy

- PHAB Version 1.5 - Measure 3.2.2 A
- **Purpose:** Assess the health department's strategy to communicate the value of its products, services, and practices to external audiences.
- **Significance:** Branding is a standard business to raise the visibility, perceived value, and reputation of an organization.

JCHD Branding Strategy

- Questions considered when developing JCHD Branding Strategy.....
 1. How are we visible to the community?
 2. What is our perceived value?
 3. What is our current reputation in the community?
 4. Are we a trusted leader in the community?
 5. Are we a valued customer?
 6. Does this strategy meet Measure 3.2.2 😊???

Where to begin?

- Research other branding strategies from different organizations.
- Phrases and wording consistently used:
 - value, audience, brand position statement, brand objectives, value proposition, why external audiences should believe our claims, staff commitment, logo
- Integrated branding phrases/wording with PHAB wording as it relates to JCHD.

Write, Re-Write, Repeat

- JCHD Branding Strategy started from scratch.
- Problem: How can we relate our branding strategy to fulfill our agency's objectives & meet national standards?
- Solution: Write, re-write, repeat. Leadership team review/edit. Link PHAB wording with our own values and objectives.
- ***Branding strategy is true to your LHD!***



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Jessamine County Health Department Brand Strategy

JCHD Mission Statement: Promote, protect, and improve the health and wellness of our community.

JCHD Vision Statement: Everyone reaching their maximum health potential.

Brand Strategy Objectives:

- Effectively brand, market and promote services/programs JCHD offers to the public.
- Raise the visibility, perceived value, and reputation of our organization
- Serve as a valued, effective, and trusted leader in the community

Brand Position Statement: JCHD continues to embrace our positive reputation by remaining a visible entity that strives to fulfill our mission, vision, and value statements to better the health, wellness, safety, and environment in the community in which we live.

Value Proposition: Our Values: "C.A.R.E."

Community. Striving to improve the overall health and wellness of our community.

Advocacy. Protecting the public through Assessment, Assurance, & Policy Development.

Respect. Treating everyone with dignity and respect.

Equality. Providing fair opportunity for everyone to reach their maximum health potential.

Why you believe our claims: The JCHD is committed to promoting, protecting and improving the health and wellness of our community through the daily services/programs we offer to enhance the quality of life for our residents. JCHD has developed strong partnerships through collaboration efforts initiated throughout the community. The community has witnessed and stated that the JCHD is a valued, effective, and trusted leader in the community through various customer satisfaction surveys and comments on our website and social media sites. Furthermore, JCHD supports a culture of continuous quality improvement, agency strategic plan, evaluation of performance management, and workforce development.

d.Approved JCHD logo: The approved JCHD logo contains capital royal blue JCHD letters with the shape of Jessamine County in the Capital "D", with "Jessamine County Health Department" written under the capital letters and "Protecting the public's health and environment" under the agency name. JCHD logo is below:





b-c. Brand Logo: JCHD brand logo has been developed to raise the visibility of JCHD services/programs externally to the community. The JCHD logo is unique to our agency, and to the best of our knowledge, it is the only logo of its kind. JCHD documents and attire (flyers, brochures, promotional materials, grant applications, public service announcements, id badges, presentations/speeches, meeting documents, advertisements, media releases, department website, e-mail signatures, social media sites, clothing, written plans and policies, etc.) are branded with the JCHD logo. JCHD is dedicated to branding our agency to educate the community on the services/programs we provide in order to fulfill our mission and vision statements. Furthermore, stakeholders collaborating with JCHD through meetings, written communication, writing formal documents and policies will be aware of the JCHD logo, as it is available on all JCHD documents (official JCHD letterhead, agendas, sign-in sheet, meeting minutes, and BOH approved plans and policies).

Audience Promise: The JCHD promises that the branding of our agency will be pertinent and true to all services/programs provided to audiences targeted by the JCHD. The intention of the JCHD logo is to make JCHD services/programs more visible to the community.

e. Appropriate branding Signage: The JCHD logo, mission, and vision statements will be posted inside and outside the health department facility to serve a consistent reminder to internal staff and external audiences that the visible branding of JCHD assures the community that JCHD is committed to serving as a valued and trusted leader in the community.

a. Staff Commitment: The JCHD staff is committed to supporting the branding strategy and agrees to abide by the branding strategies set forth in this document. JCHD staff has a clear understanding that the branding strategy of JCHD was established to meet the brand objectives stated on page 1 of this document. It is mutual understanding that all external documents marketing services/programs will be branded with the JCHD logo and will always be visible to the general public when applicable.

f. Brand Strategy with Strategic Plan: Several strategic priorities listed in the 2015-2019 JCHD Strategic Plan are directly related to the branding strategy. Strategic Priorities: organization, communication, and community reflect the branding strategy. Specifically, an objective under Goal 2: External Communication – the JCHD will develop a marketing/branding plan to identify appropriate channels of communication with the community and to strengthen marketing presence. Improving the marketing/branding of services/programs and to increase the visibility, perceived value, and reputation of JCHD services/programs is a priority of JCHD and will remain a priority until all communication efforts used by our agency are deemed extremely effective. A copy of our 2015-2019 strategic plan can be found on our department's website.

Local Health Department Letterhead

(LHD) Brand Strategy

(LHD) Mission Statement: Insert (LHD) Mission Statement

(LHD) Vision Statement: Insert (LHD) Vision Statement

Brand Strategy Objectives: *examples*

- *Effectively brand, market and promote services/programs ((LHD)) offers to the public.*
- *Raise the visibility, perceived value, and reputation of our organization**
- *Serve as a valued, effective, and trusted leader in the community*

Brand Position Statement: *Purpose of branding your agency. What does your (LHD) strive to do? Why do you want to brand your services/programs?*

Value Proposition: *Insert (LHD) value statements. How do you want the community to value your organization?*

Why you believe our claims: *Why should external audiences believe in your agency? What have your customers said about you – customer satisfaction surveys, comments on social media sites, employee satisfaction surveys, etc. What are you committed to providing to your community?*

(d)Approved (LHD) Logo: *Description of your common visual identity (logo).*

b-c.Brand Logo: *((LHD)) brand logo has been developed to raise the visibility of ((LHD)) services/programs externally to the community. The ((LHD)) logo is unique to our agency, and to the best of our knowledge, it is the only logo of its kind. (c)((LHD)) documents and attire (flyers, brochures, promotional materials, grant applications, public service announcements, id badges, presentations/speeches, meeting documents, advertisements, media releases, department website, e-mail signatures, social media sites, clothing, written plans and policies, etc.) are branded with the ((LHD)) logo. ((LHD)) is dedicated to branding our agency to educate the community on the services/programs we provide in order to fulfill our mission and vision statements. (b) Furthermore, stakeholders collaborating with ((LHD)) through meetings, written communication, writing formal documents and/policies will be aware of the ((LHD)) logo, as it is available on all ((LHD)) documents (official ((LHD)) letterhead, agendas, sign-in sheet, meeting minutes, and BOH approved plans and policies).*

Audience Promise: *Statement that ((LHD)) promises that your logo will only brand your agency's services/programs and that all efforts of branding are pertinent and true to your (LHD).*

e. Appropriate branding Signage: *The ((LHD)) logo, mission, and vision statements will be posted inside and outside the health department facility to serve a consistent reminder to internal staff and external audiences that the visible branding of JCHD assures the community that JCHD is committed to serving as a valued and trusted leader in the community.*

a. Staff Commitment: *The ((LHD)) staff is committed to supporting the branding strategy and agrees to abide by the branding strategies set forth in this document. ((LHD)) staff has a clear understanding that the branding strategy of ((LHD)) was established to meet the brand objectives stated on page 1 of this document. It is mutual understanding that all external documents marketing services/programs will be branded with the ((LHD)) logo and will always be visible to the general public when applicable.*

f. Brand Strategy with Strategic Plan: *Branding strategy linked to strategic plan. Goals/Objectives related to branding strategy... branding the strategic plan as stated with logo, etc.*

*Wording marked in red directly relates to PHAB wording and requirements.

JCHD Branding Strategy Examples

- Official JCHD Letterhead
- Meeting: Agenda, sign-in sheet (internal & external), meeting minutes
- Advertisements (Jessamine Journal, KPHA Program, etc)
- ID Badges
- Clothing
- Flyers/Brochures/Resource Guide
- Social Media Sites
- E-Mail Signature (Click on Logo to go to website)
- Written Plans & Policies

Branding Strategy Template

- Please e-mail me @ jonathan.vorbeck@ky.gov for a copy of the JCHD Branding Strategy Template.
- Thank you!