

results sheet



“All Moms want their children to have access to life’s greatest stuff: good schools, loving relationships, and long, healthy lives...” – *New Times Broward/Palm Beach*

Integrated Capabilities · Meetings · Events · Digital Media · Learning · Video & Print · Channel Marketing

CLIENT:

Broward Healthy Start Coalition, Inc.

LEAD COMPANY:

The Marome Agency

PARTNER COMPANIES:

Axum Management Capabilities, Inc. · MediumFour, LLC

PROJECT:

Black Infant Health Practice Initiative (BIHPI)

OBJECTIVE:

Develop and create a comprehensive Marketing & Communications (marcom) campaign that would increase community awareness about the Black Infant Mortality rate in Broward County.

AUDIENCE:

Minority Men & Women – African American, Haitian/Haitian American, Caribbean, Hispanic, and undocumented Alien residents in Broward County

SITUATION:

In 2007, the Florida Legislature initiated a bill that Governor Charlie Crist signed to study the causes of the high rate of infant mortality amongst black babies in urban and rural areas of Florida. The State Legislature set aside \$1 million dollars in funding for eight counties to research this information and develop educational solutions that would be communicated to chosen communities where this problem seems to be the most prevalent based upon the Fetal Infant Mortality Review (FIMR) data.



the**marome**agency

With the dramatic growth in Black infant deaths in Broward County, BHSC was

CARE
about
YOURSELF!
CARE
about
YOUR BABY!

CARE about YOURSELF! CARE about YOUR BABY!

Broward Healthy Start
Coalition, Inc.
Together, supporting mothers and babies



My future
is brighter
because you
CARE!

Get Checked • Get Tested • Stay Healthy!

DID YOU KNOW?

- For every 1,000 babies born in Broward County, 12 black babies die compared to 5 white babies.
- Early and ongoing prenatal CARE can reduce the risks of fetal and infant deaths.
- Healthy babies see pediatricians regularly. It is important that you keep your well baby appointments.
- MOMCARE program can assist all women with getting prenatal CARE.

Get involved in the Black Infant Health Initiative in Broward County by calling Broward Healthy Start Coalition 954-389-1100 or visit us on the electronic site at www.browardhs.org. This can also call 954-389-1100 for prenatal and family planning information and resources.

Save the
FUTURE.
**SAVE
ME!**



Broward Healthy Start
Coalition, Inc.
Together, supporting mothers and babies

Baby Shower!
"A Baby Shower for a Brighter Future!"

Save the
FUTURE.
**SAVE
ME!**



A Shower to Empower!

Broward Healthy Start
Coalition, Inc.
Together, supporting mothers and babies

Friday
August 14, 2006
at the
Central Broward
Regional Park
11:00 am
to 3:00 pm

For more information call
954-389-1100
or visit us on the electronic site at
www.browardhs.org

Help Us Help Mom!

one of several Healthy Start Agencies around the state that was selected to receive a portion of the funding to study why black babies are dying 3 times the rate of white babies.

As a result BHSC saw several needs that had to be met in order to position the organization as a credible resource for finding solutions on this issue and position BHSC for future growth in serving Broward County residents.

Needs:

- Move from a product-centric business agency, to a customer-centric organization
- Reinvigorate the BHSC brand, as the leader in positive family development and planning
- Develop a solid position and message platform that would tell the story about how BHSC delivers not just "Crisis solutions" for new mothers, but leaders in helping individuals integrate community resources to improve and empower families.
- Create a greater sense of accountability throughout the organization and partnering agencies
- Integrate BHSC marketing programs on a statewide and global scale
- Create a strong sense of team commitment from employees, the community, and partnering agencies

CHALLENGE:

The team's first task was to assess BHSC's identity and create an overarching messaging platform "CARE about YOURSELF! CARE about YOUR BABY!" message that would flourish into the Broward County communities, and garner media and community support for creating solutions in all messaging channels. The team recommended a new brand positioning that would address how BHSC was unique in cooperating with partnering agencies that assist new and expectant parents unify and simplify their resources to serve the community. In short, The Marome Agency & AXUM Management Capabilities, Inc. coined the initiative the "Care" campaign. The initiative was launched at BHSC's April press conference, immediately following the community "Call-to-Action" meeting coordinated by Healthy Mother's, Healthy Babies of Broward County, and ending with the county-wide baby shower, "A Shower to Empower" produced by BHSC which began the all-important effort to re-build BHSC's brand and credibility through BIHPI as a leader in providing resources to the community.

Not to be forgotten was the need to also insure that BHSC employees, community partners and Community Engagement Group (CEG) saw that this was the start of a "new BHSC".

AGENCY WORK:

In March of 2008, The Marome Agency was appointed as the Agency of Record (AOR) to develop a marcom program to assist BHSC promote BIHPI to the Broward County community. The Marome Agency was tasked with creating marcom strategies through the following vehicles

- Writing and Distributing Press Releases, Calendar Advisories
 - » Call-to-Action
 - » "A Shower to Empower"
- Posters
 - » My Future is Brighter because You Care!
 - » Save the Future, Save Me!
- Palm Cards
- Informational Cards



- Folders
- Advertising
 - » Radio
 - » Worldwide Web
- Social Media Forums
 - » YouTube
 - » Online-Communications

AGENCY COLLABORATION:

The Marome Agency and MediumFour, LLC worked together with AXUM Management Capabilities from start to finish: with introducing a new community marketing and awareness “CARE” campaign. The Marome Agency, under the direction of BHSC and Axum Management Capabilities, worked with the CEG to select photos and messages that were appropriate and would resonate across all cultural lines in Broward County.



The Marome Agency implemented a global marcom program that could efficiently integrate into several marketing disciplines and assure that the brand message that was created locally in one venue would be in total sync with other messages in dozens of other marketing pieces and messages. The efforts were organized around the CEG which included representatives from March of Dimes, Healthy Mothers, Healthy Babies, Children Services Council, Broward County Children Services, Urban League of Broward County, and members from the community.

At the center of the “Agency Collaboration” model was a community consultant from Axum Management Capabilities, Inc. who oversees the agencies partnerships and community relationships. The Marome Agency was charged with driving the message platform throughout all communications services, and working with Axum Management Capabilities, Inc. with evaluating the following:

- budget allocations among various resources
- providing quality control over messaging
- coordinating the day-to-day linkage between The Marome Agency strategic partner agencies as well as the non-Marome Agency relationships.



The benefit for BHSC in the “Agency Collaboration” model was the cooperation from all partner companies in delivering a much more efficient marcom program for BHSC, which eliminated costly duplication so creative and strategic resources were smartly shared, and partner learning was much faster.

CREATIVE SUCCESSES:

The Marome Agency with the creative design expertise of strategic partner MediumFour, LLC created collateral to support BIHPI initiatives with the following items:

- Main Theme: “My Future is Brighter because You Care!”
- Secondary Theme: “Prepare Today, For Our Future Tomorrow”
- Underlying Theme: “Save Our Future, Save Me:

RESULTS:

For the first time BHSC and the MomCare Program created a county-wide event to educate expectant and new parents about the benefits of being healthy, and staying healthy while pregnant. BHSC was able to serve approximately 1000 men, women and children on August 1, 2008 based on 404 registered participant cards which will assist the agency with community partnership activation and continued community outreach through education and awareness initiatives.



Save the FUTURE. SAVE ME!



Broward Healthy Start Coalition, Inc.

Baby Shower!
"A Baby Shower for a Brighter Future!"

Save the FUTURE. SAVE ME!
A Shower to Empower!

Friday August 17, 2006
at 11:00 am
Central Broward Regional Park
11:00 am to 3:00 pm

For more information call the toll free 1-877-333-3333

2006 Broward Healthy Start Coalition, Inc. My America Program and Community Foundation

DID YOU KNOW:

- 40% of infant deaths in Broward County are preventable.
- Homicides are a leading cause of infant deaths.
- Babies die from undiagnosed and untreated infections.

IT IS VERY IMPORTANT THAT YOU:

- Keep your well baby appointments.
- Create a safe environment for your baby.



Central Broward Regional Park - 3700 NW 11th Place - Lauderdale, FL 33311
Phone: 954-921-1172 - Fax: 954-921-1116

Directions to park:
From I-95 head east on Sunrise Blvd. The entrance to the park will be in the right (north) just before US 441.
From I-75 head north on I-75 and east on I-95. Exit on US 441 and head north. After you pass Sunrise Blvd, the park entrance will be on the right (east).
From I-95 and State Road 84 head north on US 441. Pass Sunrise Blvd. The park entrance to the park will be on the right (east).
From the Florida's Turnpike head east on Sunrise Blvd. After crossing State Road 7, the entrance to the park will be on the left (north).
The park is accessible from Broward County Transit bus routes 18, 36, 40 and 81.



MY future is brighter because YOU care!

CARE about YOURSELF! CARE about YOUR BABY!

Preconception Care: Care for your Health BEFORE pregnancy
Get back on the healthy track before you get pregnant. Take a prenatal vitamin daily. Check your status for HIV and sexually transmitted infections every year. Get a dental check up.

Prenatal Care: Care for you and your baby's health DURING pregnancy
Have a doctor or nurse as your health care provider. Get well balanced meals that include plenty of fruits, vegetables & some fish or other protein. Take a prenatal vitamin daily. Rest for relaxation, and get plenty of sleep. Stop substance and alcohol use. See a doctor at least once during pregnancy.

Interconceptional Care: Care for your health BETWEEN pregnancies
Becoming fit & healthy again, and to lose weight. Drink 8-10 glasses of water every day. Get back on the healthy track. Take a prenatal vitamin daily. Check your status for HIV and sexually transmitted infections every year. Get a dental check up.

MY future is brighter because YOU care!

Get Checked! Get Tested! Stay Healthy!

For more information call the toll free 1-877-333-3333

2006 Broward Healthy Start Coalition, Inc. My America Program and Community Foundation

CARE about YOURSELF! CARE about YOUR BABY!

Broward Healthy Start Coalition, Inc.
Together, supporting mothers and babies

My future is brighter because you CARE!



Get Checked • Get Tested • Stay Healthy!

DID YOU KNOW?

- For every 1,000 babies born in Broward County, 12 black babies die compared to 5 white babies.
- Early and ongoing prenatal CARE can reduce the risks of fetal and infant deaths.
- Healthy babies see pediatricians regularly. It is important that you keep your well baby appointments.
- MOMCARE program can assist all women with getting prenatal CARE.

Get help:

Broward Healthy Start Coalition: (954) 563-7583
*MOMCARE: (954) 567-7174
Broward County Health Department: (954) 467-4800
Broward Community & Family Health Centers:
*Pompano: (954) 970-8805
*Hollywood: (954) 967-0028

Broward County Dental Association: (954) 772-5461
First-Call for Help: 2-1-1
Family Health and Child Care Resource Line: (800) 367-2229

Prepare today for our future tomorrow!



Black Infant Health Practice Initiative

- Practice good health for you and your baby.
- 40% of all infant deaths are preventable.
- death for black babies.
- and untreated infections in babies are the leading cause of
- Preterm births, infections in mothers and undiagnosed
- to 5 white babies.
- For every 1,000 babies born, 12 black babies die compared

DID YOU KNOW?

Prepare TODAY for our FUTURE TOMORROW!

Broward Healthy Start Coalition, Inc.
Together, supporting mothers and babies.



Get involved in the Black Infant Health Practice Initiative in Broward County by calling Broward Healthy Start Coalition (954) 563-7583 or visit us on the worldwide web at www.browardhsc.org. You can also call MOMCARE at (954) 567-7174 for prenatal and family planning information and assistance.