

results sheet



Integrated Capabilities · Publicity · Events · Digital Media · Media Relations



"Take Charge of Your Health"

CLIENT

Community Health Education Alliance, Inc. "CHEA"

LEAD COMPANY:

The Marome Agency

PROJECT:

Community Health Education Alliance, Inc. presents Health In The Park

OBJECTIVE:

To bring the community face-to-face with healthcare providers in the 33311 zip code area of Broward County and to provide free health screenings and information to individuals who do not have adequate access to healthcare or services.

AUDIENCE:

Multi-Cultural – Minority/ Men/ Women & Children

CHALLENGE:

The Marome Agency had two weeks to create and distribute collateral to the surrounding community and invite healthcare providers to come out and perform testing and screening for the residents. We were able to secure the following providers to perform services:

- Broward Health
- Holy Cross
- Care Resources
- Broward Community Health
- Sickle Cell

RESULTS:

Approximately 150 people received screening services from the 10 vendors on site that distributed health related information about their company or organization and how they can help in the community. Individuals in attendance received appointment cards and special gifts for coming out.

themaromeagency

Public Relations · Event Design · Marketing